

Analisis Pengaruh Fan Economy melalui Electronic Word of Mouth terhadap Minat Beli Konsumen di Jakarta: Studi Pada Tren Produk Croffle di Instagram = Analysis of the Effect of Fan Economy through Electronic Word of Mouth on Consumer Purchase Intention in Jakarta: A Study on Trends in Croffle Products on Instagram

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Abstrak

Fandom atau penggemar kini sudah memiliki daya beli yang kuat dalam pasar. Croffle merupakan makanan yang menjadi tren pada tahun 2020 hingga 2021 yang pada awalnya diangkat oleh beberapa artis Korea melalui platform media sosial. Penelitian ini bertujuan untuk mencari tahu pengaruh fan economy melalui electronic word-of-mouth terhadap purchase intention konsumen croffle di Jakarta. Penelitian ini dilakukan pada 60 responden yang merupakan penggemar Korea berusia 18-35 tahun yang berdomisili di Jakarta dengan menyebarkan kuesioner daring. Hasil utama dalam penelitian ini menunjukkan bahwa fan economy melalui electronic word-of-mouth memengaruhi purchase intention konsumen croffle di Jakarta. Fandom terbukti dapat memengaruhi minat beli konsumen melalui electronic word-of-mouth di Instagram. Namun, terdapat limitasi dalam penelitian ini terkait metode dan lingkup penelitian yang bisa dikembangkan dalam penelitian selanjutnya.

.....Fandom or fans now have a strong purchasing power in the market. Croffle is a food that is becoming a trend from 2020 to 2021 which was originally raised by several Korean artists through social media platforms. This study aims to find out the influence of the fan economy that mediated through electronic word-of-mouth on the purchase intention of croffle consumers in Jakarta. This research was conducted on 60 respondents who are Korean fans aged 18-35 years who live in Jakarta by distributing online questionnaires. The main results in this study indicate that the fan economy that mediated through electronic word-of-mouth affects the purchase intention of croffle consumers in Jakarta. Fandom is proven to be able to influence consumer buying interest through electronic word-of-mouth on Instagram. However, there are limitations in this study related to the method and scope of research that can be developed in further research.