

Analisis Pengaruh Celebrity Endorsement terhadap Intensi Pembelian Konsumen melalui Curiosity di Media Sosial = Analysis of the Effect of Celebrity Endorsement towards Consumer Purchase Intention through Curiosity on Social Media

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Abstrak

Penelitian ini menguji pengaruh celebrity endorsement terhadap intensi pembelian konsumen melalui curiosity di media sosial. Celebrity endorsement pada penelitian ini berasal dari Instagram Arnold Poernomo terkait produk MEG Cheese yang akan diamati menggunakan source credibility model (trustworthiness, expertise, attractiveness). Penelitian ini menggunakan pendekatan kuantitatif dan analisis mediasi melalui the causal step approach, Sobel test, dan bootstrap test. Sampel dalam penelitian ini harus memenuhi dua syarat, yakni mengetahui Arnold dan tidak mengetahui MEG Cheese. Setelah menganalisis 119 responden, penelitian ini memberikan hasil bahwa pengaruh total dan tidak langsung celebrity endorsement terhadap intensi pembelian bersifat signifikan. Di sisi lain, pengaruh langsung tanpa melalui curiosity bersifat tidak signifikan. Hal tersebut menandakan bahwa celebrity endorsement yang melalui peran mediasi curiosity menghasilkan pengaruh lebih besar terhadap intensi pembelian dibandingkan yang tidak.

.....This study examines the effect of celebrity endorsement on consumer purchase intentions through curiosity on social media. Celebrity endorsement in this study came from Arnold Poernomo's Instagram related to MEG Cheese products that will be observed through the source credibility model (trustworthiness, expertise, attractiveness). This study uses a quantitative approach and mediation analysis through the causal step approach, Sobel test, and bootstrap test. The sample in this study must meet two conditions, namely knowing Arnold and not knowing MEG Cheese. After analyzing 119 respondents, this study resulted that the total and indirect effect of celebrity endorsement on purchase intention is significant. On the other hand, the direct effect without going through curiosity is insignificant. Thus, indicating that celebrity endorsement that went through the mediating role of curiosity produces more influence on purchase intention than those that do not.