

Pengaruh Korean Celebrity Endorser Credibility terhadap Purchase Intention dengan Moderasi Fear of Missing Out (FOMO) = The Influence of Korean Celebrity Endorser Credibility on Purchase Intention with Moderation of Fear of Missing Out (FOMO)

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Abstrak

Hallyu atau Korean Wave, termasuk fenomena K-Pop dan K-Drama, telah menjadi bagian dari budaya populer di Indonesia. Tren ini mendorong banyak perusahaan memanfaatkan selebriti Korea sebagai endorser untuk memperkuat citra merek. Kredibilitas endorser dinilai dari daya tarik (attractiveness), kepercayaan (trustworthiness), dan keahlian (expertise), yang mempengaruhi niat pembelian (purchase intention). Faktor FOMO (fear of missing out) juga dianggap memperkuat niat pembelian konsumen. Penelitian ini mengkaji hubungan celebrity endorsement credibility terhadap purchase intention dengan moderasi FOMO. Penelitian ini menggunakan pendekatan kuantitatif dan analisis SEM PLS, studi ini melibatkan 219 responden di Indonesia, dengan kerangka Elaboration Likelihood Model (ELM) serta Multi Group Analysis (MGA) pada tiga kelompok data: keseluruhan, FOMO tingkat rendah dan FOMO tingkat tinggi. Hasil penelitian ini menunjukkan Trustworthiness, Attractiveness pada celebrity endorser serta FOMO memoderasi hubungan attractiveness terbukti signifikan mempengaruhi purchase intention. Temuan ini memberikan wawasan bagi perusahaan dalam strategi pemasaran dengan celebrity endorsement, khususnya menggunakan selebriti Korea yang sedang tren.

.....Hallyu, or the Korean Wave, including the phenomena of K-Pop and K-Drama, has become a significant part of popular culture in Indonesia. This trend has driven many companies to leverage Korean celebrities as endorsers to enhance their brand image. Endorser credibility is assessed based on attractiveness, trustworthiness, and expertise, which influence purchase intention. The FOMO (fear of missing out) factor is also considered to strengthen consumers' purchase intention. This study explores the relationship between celebrity endorser credibility and purchase intention with FOMO as a moderating factor. Using a quantitative approach and SEM-PLS analysis, the study involved 219 respondents in Indonesia, employing the Elaboration Likelihood Model (ELM) framework and Multi-Group Analysis (MGA) across three data groups: overall, low FOMO, and high FOMO. The results reveal that trustworthiness, attractiveness of the celebrity endorser, and FOMO moderating the relationship between attractiveness significantly affect purchase intention. These findings provide insights for companies in designing marketing strategies with celebrity endorsements, particularly using trending Korean celebrities.