

Peran Influencer Marketing dan Online Customer Review terhadap Brand Attitude dalam Meningkatkan Brand Loyalty, Brand Awareness, dan Purchase Intention pada Brand Fashion di Indonesia = The Role of Influencer Marketing and Online Customer Reviews on Brand Attitude in Increasing Brand Loyalty, Brand Awareness, and Purchase Intention for Fashion Brands in Indonesia

Siska Anugrah, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh influencer marketing terhadap sikap konsumen (brand attitude), loyalitas merek, kesadaran merek, dan electronic Word of Mouth (eWOM) dalam memengaruhi niat beli pada industri fashion di Indonesia. Dengan pendekatan kuantitatif, data dikumpulkan dari 299 responden melalui survei online dan dianalisis menggunakan Structural Equation Modeling (SEM). Hasil menunjukkan bahwa kredibilitas, daya tarik influencer, keterlibatan influencer, dan kesesuaian influencer-merek tidak signifikan memengaruhi sikap merek. Namun, ulasan pelanggan dan kesesuaian brand-konsumen meningkatkan loyalitas, kesadaran merek, dan niat beli. Studi ini memberikan wawasan bagi pemasar fashion dalam memilih influencer yang tepat dan mengelola ulasan pelanggan.

.....This study aims to analyze the influence of influencer marketing on consumer attitudes (brand attitude), brand loyalty, brand awareness, and electronic Word of Mouth (eWOM) in driving purchase intentions in Indonesia's fashion industry. Using a quantitative approach, data were collected from 300 respondents via online surveys and analyzed through Structural Equation Modeling (SEM). The findings reveal that influencer credibility, attractiveness, involvement, and influencer-brand congruence do not significantly affect brand attitude. However, online reviews and brand-consumer congruence enhance loyalty, brand awareness, and purchase intention. This study offers insights for fashion marketers in selecting suitable influencers and managing customer reviews effectively.