

Analisis pengaruh rekomendasi vlogger dalam repurchase intention belanja online produk beauty dan personal care = Analysis of vlogger recommendation on online shopping purchase intention beauty and personal care products

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Abstrak

Skripsi ini membahas mengenai pengaruh rekomendasi vlogger terhadap variabel repurchase intention . Pengaruh rekomendasi ini kemudian dibagi menjadi beberapa variabel indikator yaitu perceived usefulness, trust, dan attitude. Penelitian ini merupakan penelitian deskriptif yang menerapkan model dari penelitian sebelumnya Hsu et al.,2013 yang kemudian disesuaikan dengan kondisi objek penelitian. Data penelitian ini diolah dengan software SPSS 20, menggunakan analisa reliabilitas, validitas dan regresi berganda dan sederhana . Hasil pengolahan data menunjukkan bahwa variabel reputation memoderasi secara signifikan pengaruh dari perceived usefulness, trust, dan attitude terhadap repurchase intention.

This research discusses the effect of vlogger recommendation towards repurchase intention. The effect is then observed from several variables such as perceived usefulness, trust, and attitude. This descriptive research applied model from previous research Hsu et al.,2013 that is modified to accomodate the research object. Data from this research is processed through SPSS 20, using realibility test, validity test, and regression tests. The result of the tests show that reputation as moderating variabel significantly influence perceived usefulness, trust, and attitude towards repurchase intention.