

Analisis pengaruh consumer's brand attitude terhadap purchase intention pada merek milik influencer di Indonesia = analysis of consumer's brand attitude on purchase intention towards influencer owned brand in Indonesia

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Abstrak

Influencer menjadi kunci utama konsumen dalam menentukan keputusan pembelian. Dengan kekuatan yang dimilikinya, influencer berupaya melakukan endorsement dan menciptakan merek sendiri untuk mendapatkan keuntungan komersial dan meningkatkan personal branding. Penelitian ini bertujuan untuk menganalisis hubungan antara anteseden dari consumer's brand attitude dan purchase intention. Penelitian ini menggunakan PLS-SEM untuk mengolah data dari 385 responden berusia 16-34 tahun yang mengetahui dan/atau mengikuti akun media sosial dan belum pernah membeli salah satu merek milik influencer di Indonesia seperti Menantea, Payakumbuah, Street Boba, Secondate, By Lizzie Parra (BLP), Mother of Pearl (MOP), Lafiye, Minimsim, dan Iwearup. Hasil penelitian adalah influencer-brand congruence, brand-consumer congruence, brand authenticity, dan influencer involvement berpengaruh positif terhadap brand attitude, yang selanjutnya berpengaruh positif terhadap purchase intention. Sementara itu, consumer involvement dan influencer-consumer congruence tidak memiliki pengaruh signifikan terhadap purchase intention. Berdasarkan hasil penelitian, peneliti mengajukan implikasi manajerial dan saran untuk penelitian berikutnya.

.....Influencer is the key driver of consumer's purchase decision. Influencers exert their power to influence consumer through endorsement and creating Influencer-Owned Brand to gain commercial opportunities and to increase personal branding. This study aims to examine the antecedent of consumer's brand attitudes and purchase intention. This study uses Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyze data from 385 respondent with 16-35 years who familiarize themselves with one of targeted Indonesian influencer owned brand and have not experienced in buying the product. The targeted influencer-owned brand involves Menantea, Payakumbuah, Street Boba, Secondate, By Lizzie Parra (BLP), Mother of Pearl (MOP), Lafiye, Minimsim, dan Iwearup. The findings is influencer-brand congruence, brand-consumer congruence, brand authenticity, and influencer involvement positively influence brand attitude, which then positively influence purchase intention. Meanwhile, consumer involvement and influencer-consumer congruence is not significantly influenced brand attitude. According to the findings, this study also proposes managerial implications and suggestions for future studies.