

ABSTRAK

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PENGARUH *PERCEIVED INFLUENCE* TERHADAP *INTENTION TO PURCHASE* YANG DI MEDIASI OLEH *BRAND ENGAGEMENT IN SELF CONCEPT* DAN *BRAND EXPECTED VALUE* PADA INDUSTRI *FASHION* MELALUI INSTAGRAM

(xiii + 116 halaman + lampiran)

Objek pada penelitian ini adalah pengguna media sosial Instagram di bidang fashion. Pada latar belakang penelitian terdapat perbedaan pada hasil penelitian yang dilakukan sebelumnya yang menunjukkan fenomena *perceived influence* mempengaruhi *intention to purchase*. Berdasarkan perkembangan teknologi penggunaan internet terus bertambah yang pada akhirnya meningkatkan penggunaan media sosial. Hal ini juga menyebabkan munculnya *digital influencer*. Peningkatan pengguna media sosial dan *digital influencer* ini membuat media sosial menjadi salah satu tempat untuk *brand* atau perusahaan memasarkan produknya. Dimana perusahaan atau *brand* mulai menggunakan *digital influencer* untuk memasarkan produknya di media sosial. Pada penelitian ini peneliti akan meneliti pengaruh antara *perceived influence* dari *digital influencer* terhadap *brand engagement in self-concept*, *brand expected value* dan *intention to purchase* followersnya di bidang *fashion* pada media sosial instagram. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data *non-probability purposive sampling* menggunakan online kuisisioner. Data yang di dapat di analisis dengan SmartPLS menggunakan pengukuran model luar dan model dalam. Hasil penelitian menunjukkan *perceived influence* mempengaruhi *brand engagement in self-concept* dan *brand expected value* dan tidak mempengaruhi *intention to purchase* secara langsung namun berpengaruh melalui *brand engagement in self-concept* dan *brand expected value*. Implikasi manajerial dari penelitian memberikan beberapa saran untuk *brand* dan perusahaan untuk menggunakan *digital influencer* yang tepat dalam program marketing yang dilakukan di media sosial Instagram di bidang *fashion*. Dimana perusahaan harus memperhatikan kredibilitas dan bidang keahlian *digital influencer* tersebut.

Referensi : (2001-2020)

Kata Kunci : *Digital Influencer, Perceived Influence, Brand Engagement in Self-Concept, Brand Expected Value* dan *Intention to Purchase*.

ABSTRACT

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THE EFFECT OF PERCEIVED INFLUENCE ON INTENTION TO PURCHASE MEDIATED BY BRAND ENGAGEMENT IN SELF CONCEPT AND BRAND EXPECTED VALUE IN THE FASHION INDUSTRY THROUGH INSTAGRAM

(xiii + 116 Pages + Appendix)

The object in this research is Instagram social media users in the fashion sector. On the background of the research, there are differences in the results of previous studies which show the phenomenon of perceived influence affects intention to purchase. Based on technological developments, the use of the internet continues to increase which in turn increases the use of social media. This has also led to the emergence of digital influencers. The increase in social media users and digital influencers has made social media one of the potential platform for brands or companies to market their products. This makes companies or brands start using digital influencers to market their products on social media. In this study, researchers will examine the influence of the perceived influence of digital influencers on brand engagement in self-concept, brand expected value and the intention to purchase followers of fashion on social media Instagram. This study uses a quantitative approach with non-probability purposive sampling data collection methods using online questionnaires. Data that can be analyzed with SmartPLS uses the measurement of the outer model and the inner model. The results show that perceived influence affects brand engagement in self-concept and brand expected value and does not directly affect intention to purchase, but it does affect through brand engagement in self-concept and brand expected value. The managerial implications of the research provide some suggestions for brands and companies to use the right digital influencers in marketing programs carried out on social media Instagram in the field of fashion. Where companies must pay attention to the credibility and area of digital influencer's expertise.

References : (2001-2020)

Key Words : *Digital Influencer, Perceived Influence, Brand Engagement in Self-Concept, Brand Expected Value and Intention to Purchase.*