

ABSTRAK

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ANALISIS PENGARUH *SHORT VIDEO MARKETING* TIKTOK TERHADAP *CONSUMER PURCHASE INTENTION*: STUDI VIDEO PENDEK *BOY GROUP* BANGTAN SONYEONDAN

(xviii + 134 halaman, 5 lampiran)

Efektivitas sosial media TikTok sebagai pemasaran video pendek dan meningkatnya performa video pendek Tokopedia dan BTS di TikTok pada kampanye WIB spesial ulang tahun Tokopedia ke-12 sangat bertolak belakang dengan menurunnya daya beli konsumen di Indonesia karena dampak dari pandemi covid-19. Dengan fenomena tersebut maka tujuan dalam penelitian ini adalah untuk menganalisis pengaruh variabel *interesting content*, *scenario-based experience*, *user participant interaction*, *perceived usefulness*, *playfulness*, *the involvement of celebrity*, *consumer brand attitude* terhadap *online purchase intention*. Model penelitian ini dimodifikasi dari penelitian sebelumnya dengan menambahkan dimensi video pendek dan variabel *consumer purchase intention*. Penelitian ini dilakukan dengan jumlah subjek penelitian sebanyak 455 yang melihat video pendek tersebut. Responden dipilih dengan cara *purposive sampling*, sedangkan pengumpulan data dilakukan dengan kuesioner skala likert 1-5 yang disebarakan secara online. Data penelitian dianalisis dengan metode PLS-SEM 3.3.3. Hasil penelitian menjelaskan pengaruh hubungan positif yang kuat secara langsung dari mediasi *consumer brand attitude* terhadap *consumer purchase intention*. Selanjutnya, pengaruh positif dari *interesting content*, *scenario-based experience* dan *user participacion interaction* terhadap *consumer brand attitude*. Dan, pengaruh positif *perceived usefulness*, *playfulness*, *the involvement of celebrity* terhadap *online purchase intention*. Model penelitian ini memiliki akurasi prediksi yang moderat dan memiliki relevansi prediksi yang besar terhadap *consume purchase intention*. Penelitian terdapat implikasi manajerial dan dapat dikembangkan untuk penelitian selanjutnya.

Referensi : 96 (1977 – 2021)

Kata Kunci : *Interesting content*, *Scenario-based Experience*, *User Participant Interaction*, *Perceived Usefulness*, *Playfulness*, *The Involvement of Celebrity*, *Consumer Brand Attitude*, *Online Purchase Intention*, Tiktok

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(xviii + 134 pages, 5 attachments)

The effectiveness of TikTok's social media as short video marketing and the increased performance of Tokopedia and BTS short videos on TikTok during the special WIB campaign for the 12th anniversary of Tokopedia is in stark contrast to the declining purchasing power of consumers in Indonesia due to the impact of the COVID-19 pandemic. This phenomenon aims the purpose to analyze the effect of variable interesting content, scenario-based experience, user participant interaction, perceived usefulness, playfulness, the involvement of celebrity, consumer brand attitude on online purchase intention. This research model was modified from previous research by adding a short video dimension and variables consumer purchase intention. This research was conducted with a total of 455 research subjects who saw that short video. Respondents were selected by purposive sampling, while the data was collected using a Likert scale 1-5 questionnaire distributed online. The research data were analyzed using the PLS-SEM 3.3.3 method. The results of the study explain the direct effect of a strong positive relationship from mediating consumer brand attitude on consumer purchase intention. Furthermore, the positive influence of interesting content, scenario-based experience and user participation interaction on consumer brand attitudes. And, the positive effect of perceived usefulness, playfulness, the involvement of celebrity on online purchase intentions. This research model has moderate predictive accuracy and has high predictive relevance to consumer purchase intention. The research has managerial implications and can be developed for further research.

Reference : 96 (1977 – 2021)

Key Words : *Interesting content, Scenario-based Experience, User Participant Interaction, Perceived Usefulness, Playfulness, The Involvement of Celebrity, Consumer Brand Attitude, Online Purchase Intention, Tiktok*