

ABSTRAK

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PENGARUH INFLUENCER EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS, CONTENT USEFULNESS DAN PRICE OF PRODUCT TERHADAP PURCHASE BEHAVIOUR PADA KONSUMEN WARDAH PADA GENERASI Z

(79 hal + 16 tabel + 6 gambar + 3 lampiran)

Persaingan industri kosmetik di Indonesia saat ini sangat kompetitif, sehingga perlu dilakukan analisis perilaku pembelian oleh konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *influencer experience*, *trustworthiness*, *attraction*, *content usefulness* dan *price of product* terhadap *purchase behavior* pada konsumen Wardah. Populasi penelitian ini adalah seluruh konsumen yang membeli produk Wardah. Jumlah sampel penelitian ini sebanyak 177 responden. Metode analisis data menggunakan teknik analisa *structural equation model* (SEM) dengan menggunakan SmartPLS. Hasil penelitian ini menunjukkan bahwa *influencer experience*, *attraction* memiliki pengaruh yang signifikan terhadap *purchase behavior*, namun *influencer trust*, *influencer content usefulness*, dan *product price* tidak memiliki pengaruh yang signifikan terhadap *purchase behavior*. Penelitian ini memberikan masukan agar pelaku industri kosmetik memperhatikan *influencer trust*, *influencer content usefulness*, dan *price of product*.

Kata Kunci: *Influencer Experience*, *Trustworthiness*, *Attractiveness*, *Content Usefulness*, *Purchase Behaviour*, *Produk Kecantikan*, *Perawatan Kulit*

46 Referensi (2014-2024)

ABSTRACT

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THE EFFECT OF INFLUENCER EXPERIENCE, TRUSTWORTHINESS, ATTRACTIVENESS, CONTENT USEFULNESS AND PRICE OF PRODUCT ON PURCHASE BEHAVIOUR OF WARDAH CONSUMERS

(79 page + 16 table + 6 picture + 3 attachment)

The competition in the cosmetics industry in Indonesia is currently competitive, so it is necessary to analyze consumer purchasing behavior. This study aims to determine the effect of influencer experience, trustworthiness, attraction, content usefulness and price of product on purchase behavior in Wardah consumers. The population of this study were all consumers who purchased Wardah products. The number of samples in this study was 177 respondents. The data analysis method used the structural equation model (SEM) analysis technique using SmartPLS. The results of this study indicate that influencer experience, attraction have a significant influence on purchase behavior, but influencer trust, influencer content usefulness, and product price do not have a significant influence on purchase behavior. This study provides input for cosmetic industry players to pay attention to influencer trust, influencer content usefulness, and price of product..

Keywords: Influencer Experience, Trustworthiness, Attractiveness, Content Usefulness, Purchase Behavior, Beauty Products, Skin Care

46 References (2014-2024)