ABSTARCT

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SOCIAL MEDIA INFLUENCER, ADVERTISING RECOGNITION, AND ELECTRONIC WORD-OF-MOUTH TOWARDS PURCHASE INTENTION ON INSTAGRAM'S BEAUTY PRODUCT

(xvi+103 pages; 6 figures; 35 tables; 11 appendices)

The purpose of this study is to examine the influence of social media influencer, advertising recognition, and electronic word-of-mouth towards purchase intention on Instagram's beauty products.

Primary and secondary data are used in this research, the questionnaire are distributed to Instagram users. Data is measured by validity and reliability test. The sampling method used in this study is non-probability sampling method, specifically purposive sampling. The data is analyzed using SPSS 26.0, the research model is being tested using normality, heteroscedasticity, multicollinearity and linearity test. The data also tested with multiple linear regression and coefficient of determination test, and hypothesis test are done with F-test and T-test.

The result obtained show that Social Media Influencer variable is partially having positive influence towards purchase intention on Instagram's beauty products. Advertising recognition variable is partially having not positive influence towards purchase intention on Instagram's beauty products. Electronic word-of-mouth variable is partially having positive influence towards purchase intention on Instagram's beauty products. The coefficient determination is 44,6%. The coefficient determination shows that 44,6% of purchase intention is explained by social media influencer, advertising recognition, and electronic word-of-mouth.

Social media influencer and electronic word-of-mouth could be the best strategic to increase consumer when promoting through the influencer Instagram profile by utilizing a follower. While advertising recognition can be influential on other social media platform rather than on the Instagram platform. Therefore, suggested that digital marketer must use multiple social media platforms to increase consumers' purchase intention.

Keyword: Social Media Influencer, Advertising Recognition, Electronic Word-of-Mouth, Purchase Intention.

ABSTRAK

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PENGARUH MEDIA SOSIAL, PENGENALAN IKLAN, DAN ELEKTRONIK WORD-OF-MOUTH TERHADAP NIAT PEMBELIAN PRODUK KECANTIKAN INSTAGRAM

(xvi+103 halaman; 6 gambar; 35 tabel; 11 lampiran)

Tujuan dari penelitian ini adalah untuk menguji pengaruh social media influencer, advertising recognition, dan electronic word-of-mouth terhadap minat beli produk kecantikan Instagram.

Data primer dan data sekunder digunakan dalam penelitian ini, kuesioner didistribusikan ke pengguna Instagram. Data diukur dengan uji validitas dan reliabilitas. Metode sampling digunakan dalam penelitian ini adalah metode sampling nonprobabilitas, khususnya sampling purposive. Data dianalisis menggunakan SPSS 26.0, model penelitian diuji menggunakan uji normalitas, heteroskedastisitas, multikolinearitas dan linearitas. Data juga diuji dengan uji regresi linear berganda dan uji koefisien determinasi, dan uji hipotesis dilakukan dengan Uji-F dan Uji-T.

Hasil penelitian diperoleh bahwa variable Influencer Media Sosial sebagian berpengaruh signifikan terhadap niat membeli produk kecantikan Instagram. Variable Advertising Recognition sebagian tidak berpengaruh signifikan terhadap niat membeli produk kecantikan Instagram. Variabel Electronic Word-of-Mouth sebagian berpengaruh signifikan terhadap niat membeli produk kecantikan Instagram. Koefisien determinasi sebesar 44,6%. Koefisien determinasi menunjukkan bahwa 44,6% niat pembelian dijelaskan oleh influencer media social, pengenalan iklan, dan electronic word-of-mouth.

Influencer media social dan promosi dari mulut ke mulut bisa menjadi strategi terbaik untuk meningkatkan konsumen Ketika melakukan promosi melalui profile Instagram influencer dengan memanfaatkan pengikut. Sedangkan pengenalan iklan dapat berpengaruh pada platform media social lain dibandingkan pada platform Instagram. Oleh karena itu, disarankan agar pemasar digital harus menggunakan berbagai platform media sosial untuk meningkatkan niat membeli konsumen.

Kata kunci: Influence Media Sosial, Pengenalan Iklan, Electronic Word-of-Mouth, Niat Membeli.