

ABSTRAK

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PENGARUH *ONLINE BRAND STORYTELLING* TERHADAP *CREATION OF USER-GENERATED CONTENT*, YANG DIMEDIASI OLEH *PRODUCT EFFICACY*, *PRODUCT ATTRACTIVENESS*, SERTA *BRAND CHOICE* (Studi pada Brand Skincare Domestik LABORÉ™ Sensitive Skin Expert)

(xvi; 171 pages; 27 table; 18 figures)

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh dari *online brand storytelling* terhadap *creation of user-generated content* (UGC), dengan mediasi *product efficacy*, *product attractiveness*, dan *brand choice*. Studi ini didasarkan pada teori S-O-R, teori CBBE, dan teori *perceived value*. Metode penelitian ini menggunakan survei kuantitatif. Responden adalah pengguna merek LABORÉ™ dengan kriteria tertentu, yang diambil dengan cara *purposive sampling*, di mana mereka telah melakukan pembelian minimal dua kali, serta pernah membuat konten atau *user-generated content* pada platform TikTok sebanyak 113 responden. Penelitian ini menggunakan PLS-SEM melalui aplikasi Smart PLS untuk memvalidasi HOC dan mengembangkan model yang memadai untuk diimplementasikan para praktisi pemasaran. Hasil penelitian ini mengungkapkan adanya pengaruh langsung positif dari *Online Brand Storytelling* terhadap *Creation of User-generated Content* melalui mediasi sekuensial *Product Efficacy* diikuti dengan *Brand Choice*, dan melalui *Product Attractiveness* diikuti dengan *Brand Choice*, secara signifikan memediasi efek positif tersebut. Tanpa mediasi sekuensial, *Online Brand Storytelling* tidak menunjukkan pengaruh positif yang signifikan. Penelitian ini mengungkap sebuah model mediasi baru yang menjelaskan bagaimana *Online Brand Storytelling* berdampak pada *Creation of User-generated Content* melalui variabel mediasi yang disebutkan di atas.

Kata kunci: *online brand storytelling, creation of user-generated content, product efficacy, product attractiveness, brand choice, S-O-R theory, CBBE theory, skin care, beauty*

ABSTRACT

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THE INFLUENCE OF ONLINE BRAND STORYTELLING ON THE CREATION OF USER-GENERATED CONTENT, MEDIATED BY PRODUCT EFFICACY, PRODUCT ATTRACTIVENESS, AND BRAND CHOICE (A Study on the Domestik Skincare Brand LABORÉ™ Sensitive Skin Expert)

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This study aims to analyze and examine the influence of online brand storytelling on the creation of user-generated content (UGC), mediated by product efficacy, product attractiveness, and brand choice. The research is grounded in the S-O-R theory, CBBE theory, and perceived value theory. The study employs a quantitative survey methodology. Respondents are users of the LABORÉ™ brand who meet specific criteria, selected through purposive sampling, which are 113 respondents. This research utilizes PLS-SEM through Smart PLS application to validate HOC and develop a model suitable for implementation by marketing practitioners. The findings reveal a positive indirect effect of Online Brand Storytelling on the Creation of User-generated Content through sequential mediation of Product Efficacy followed by Brand Choice, and through Product Attractiveness followed by Brand Choice, significantly mediating this positive effect. Without sequential mediation, Online Brand Storytelling does not demonstrate a significant positive influence. The study unveils a novel mediation model explaining how Online Brand Storytelling impacts the Creation of User-generated Content through the aforementioned mediating variables.

Keywords: online brand storytelling, creation of user-generated content, product efficacy, product attractiveness, brand choice, S-O-R theory, CBBE theory, skin care, beauty