

ABSTRAK

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ANTESEDEN TERBENTUKNYA *PURCHASE BEHAVIOR* (STUDI PADA FOLLOWERS IRISH BELLA)

(xv + 91 halaman + 14 gambar + 14 tabel)

Peran *influencer* saat ini telah sangat diperhitungkan didalam pemasaran, karena *review* produk dari mereka dapat mempengaruhi persepsi konsumen terhadap suatu produk atau *brand*. Salah satu *influencer* dengan jumlah *followers* yang masif di Indonesia adalah Irish Bella, yang juga seringkali melakukan *review* terhadap berbagai produk kecantikan. Oleh karena itu penelitian ini dilakukan untuk mengetahui faktor-faktor apa saja yang dipandang dapat meningkatkan atau mempengaruhi *purchase behavior* pada *followers* dari Irish Bella. Penelitian ini termasuk kedalam jenis penelitian kuantitatif, dengan jumlah sampel yang didapatkan adalah sebanyak 176 responden, teknik pengumpulan data yang digunakan adalah kuesioner dan teknik analisa data yang digunakan adalah PLS-SEM. Hasil penelitian menunjukkan bahwa *influencer's experience* berpengaruh signifikan dan negatif terhadap *purchase behavior*, kemudian *influencer's trustworthiness*, *influencer attractiveness* dan *influencer-followers congruence* berpengaruh signifikan dan positif terhadap *purchase behavior*, sedangkan *influencer's content usefulness* tidak memiliki pengaruh yang signifikan terhadap *purchase behavior*.

Kata kunci: *Influencer's experience*, *influencer's trustworthiness*, *influencer attractiveness*, *influencer's content usefulness*, *influencer-followers congruence*, *purchase behavior*, Tokopedia dan Irish Bella.

Referensi: 38 (2017-2025)

ABSTRACT

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ANTECEDENTS OF PURCHASE BEHAVIOR FORMATION (STUDY OF IRISH BELLA FOLLOWERS)

(xv + 91 pages + 14 images + 14 table)

The role of influencers is currently very important in marketing, because their product reviews can influence consumer perceptions of a product or brand. One of the influencers with a massive number of followers in Indonesia is Irish Bella, who also often reviews various beauty products. Therefore, this study was conducted to determine what factors are considered to be able to increase or influence purchase behavior in Irish Bella's followers. This study is included in the type of quantitative research, with the number of samples obtained being 176 respondents, the data collection technique used was a questionnaire and the data analysis technique used was PLS-SEM. The results of the study showed that influencer's experience had a significant and negative effect on Purchase behavior, then influencer's trustworthiness, influencer attractiveness and influencer-followers congruence had a significant and positive effect on Purchase behavior, while influencer's content usefulness did not have a significant effect on Purchase behavior.

Keywords: Influencer's experience, influencer's trustworthiness, influencer attractiveness influencer's content usefulness, influencer-followers congruence, purchase behavior, Tokopedia and Irish Bella.

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