

DAFTAR ISI

Halaman Judul	i
Halaman Persetujuan	ii
Halaman Pengesahan	iii
Pernyataan Orisinalitas	iv
Kata Pengantar	v
Abstrak	vii
<i>Abstract</i>	viii
DAFTAR ISI	ix
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	11
1.3 Tujuan Penelitian	11
1.4 Manfaat Penelitian	12
1.5 Sistematika Penelitian	13
BAB II TINJAUAN PUSTAKA	15
2.1 Landasan Teori	15
2.1.1 Konsep Pemasaran Online	15
2.1.2 <i>Endorser Familiarity</i>	18
2.1.3 <i>Homophily</i>	19
2.1.4 <i>Social Attractiveness</i>	20
2.1.5 <i>Source Credibility</i>	22

2.1.6	<i>Emotional Attachment</i>	26
2.1.7	<i>Willingness to Follow The Advice</i>	28
2.2	Penelitian Terdahulu	29
2.3	Hubungan Antar Variabel	32
2.3.1	Hubungan <i>Endorser Familiarity</i> dan <i>Source Credibility</i>	32
2.3.2	Hubungan <i>Endorser Familiarity</i> dan <i>Emotional Attachment</i>	33
2.3.3	Hubungan <i>Homophily</i> dan <i>Source Credibility</i>	35
2.3.4	Hubungan <i>Homophily</i> dan <i>Emotional Attachment</i>	36
2.3.5	Hubungan <i>Social Attractiveness</i> dan <i>Source Credibility</i>	38
2.3.6	Hubungan <i>Social Attractiveness</i> dan <i>Emotional Attachment</i>	39
2.3.7	Hubungan <i>Emotional Attachment</i> dan <i>Source Credibility</i>	41
2.3.8	Hubungan <i>Source Credibility</i> dan <i>Willingness to Follow The Advice</i>	42
2.3.9	Hubungan <i>Emotional Attachment</i> dan <i>Willingness to Follow The Advice</i>	43
2.4	Kerangka Konseptual	44

BAB III METODE PENELITIAN	46
3.1 Pendekatan Penelitian	46
3.2 Identifikasi Variabel	46
3.3 Definisi Operasional	47
3.3.1 <i>Endorser Familiarity</i>	47
3.3.2 <i>Homophily</i>	47
3.3.3 <i>Social Attractiveness</i>	48
3.3.4 <i>Source Credibility</i>	49
3.3.5 <i>Emotional Attachment</i>	50
3.3.6 <i>Willingness to Follow The Advice</i>	50
3.4 Jenis dan Sumber Data Penelitian	51
3.5 Populasi dan Sampel	52
3.5.1 Populasi	52
3.5.2 Sampel	52
3.6 Teknik Pengumpulan Data	54
3.7 Teknik Analisis	55
BAB IV HASIL DAN PEMBAHASAN	57
4.1 Gambaran Umum Objek Penelitian	57
4.1.1 Akun Instagram @kinans.review	57
4.2 Deskripsi Hasil Penelitian	58

4.2.1	Karakteristik Responden	58
4.2.1.1	Usia Responden	58
4.2.1.2	Kota Tempat Tinggal Responden	59
4.2.1.3	Pengeluaran per Bulan	63
4.2.1.4	Intensitas Penggunaan Instagram	63
4.2.2	Deskripsi Tanggapan Responden	65
4.2.2.1	Deskripsi Variabel <i>Endorser Familiarity</i>	65
4.2.2.2	Deskripsi Variabel <i>Homophily</i>	66
4.2.2.3	Deskripsi Variabel <i>Social Attractiveness</i>	67
4.2.2.4	Deskripsi Variabel <i>Source Credibility</i>	68
4.2.2.5	Deskripsi Variabel <i>Emotional Attachment</i>	69
4.2.2.6	Deskripsi Variabel <i>Willingness to Follow The Advice</i>	70
4.3	Analisis Model dan Pengujian Hipotesis	71
4.3.1	Pengujian Measurement (Outer) Model Pertama	71
4.3.1.1	Uji Validitas	72
4.3.1.1.1	<i>Convergent Validity</i>	72

4.3.1.1.2	<i>Average Variance Extracted (AVE)</i>	73
4.3.2	Pengujian Measurement (Outer) Model Kedua	74
4.3.2.1	Uji Validitas	74
4.3.2.1.1	<i>Convergent Validity</i>	74
4.3.2.1.2	<i>Average Variance Extracted (AVE)</i>	76
4.3.2.1.3	<i>Discriminant Validity</i>	77
4.3.2.2	Uji Reliabilitas	79
4.3.2.2.1	<i>Composite Reliability</i>	79
4.3.3	Pengujian <i>Structural (inner)</i> Model	80
4.3.3.1	<i>Path Coefficient</i>	80
4.3.3.2	<i>R-square</i> Model	81
4.3.3.3	Pengujian Hipotesis	82
4.4	Rangkuman Hasil Uji Hipotesis	85
4.5	Pembahasan	86
4.5.1	Pengaruh <i>Endorser Familiarity</i> terhadap <i>Source</i> <i>Credibility</i>	86
4.5.2	Pengaruh <i>Endorser Familiarity</i> terhadap <i>Emotional</i>	

	<i>Attachment</i>	87
4.5.3	Pengaruh <i>Homophily</i> terhadap <i>Source Credibility</i>	87
4.5.4	Pengaruh <i>Homophily</i> terhadap <i>Emotional Attachment</i>	89
4.5.5	Pengaruh <i>Social Attractiveness</i> terhadap <i>Source Credibility</i>	89
4.5.6	Pengaruh <i>Social Attractiveness</i> terhadap <i>Emotional Attachment</i>	90
4.5.7	Pengaruh <i>Emotional Attachment</i> terhadap <i>Source Credibility</i>	91
4.5.8	Pengaruh <i>Source Credibility</i> terhadap <i>Willingness to Follow The Advice</i>	92
4.5.9	Pengaruh <i>Emotional Attachment</i> terhadap <i>Willingness to Follow The Advice</i>	93
BAB V SIMPULAN DAN SARAN		94
5.1	Simpulan	94
5.2	Implikasi dan Solusi	94

5.2.1	Bagi Pihak Akademisi	94
5.2.2	Bagi Pihak <i>Influencer</i>	95
5.2.3	Keterbatasan dan Saran Bagi Penelitian Berikutnya	96

DAFTAR PUSTAKA

LAMPIRAN

DAFTAR TABEL

Tabel 4.1	Karakteristik Responden Berdasarkan Usia	58
Tabel 4.2	Karakteristik Responden Berdasarkan Kota Tempat Tinggal 59	
Tabel 4.3	Karakteristik Responden Berdasarkan Pengeluaran Responden per Bulan	63
Tabel 4.4	Karakteristik Responden Berdasarkan Intensitas Penggunaan Instagram	64
Tabel 4.5	Kategori Rata-rata Tanggapan Responden pada Pernyataan Positif	65
Tabel 4.6	Statistik Deskriptif Variabel <i>Endorser Familiarity</i>	66
Tabel 4.7	Statistik Deskriptif Variabel <i>Homophily</i>	66
Tabel 4.8	Statistik Deskriptif Variabel <i>Social Attractiveness</i>	67
Tabel 4.9	Statistik Deskriptif Variabel <i>Source Credibility</i>	68
Tabel 4.10	Statistik Deskriptif Variabel <i>Emotional Attachment</i>	69
Tabel 4.11	Statistik Deskriptif Variabel <i>Willingness to Follow The Advice</i>	70
Tabel 4.12	Hasil uji <i>Average Variance Extracted (AVE)</i>	74
Tabel 4.13	Hasil Uji Validitas (Uji Hasil <i>Outer Loading</i>)	75
Tabel 4.14	Hasil Uji <i>Average Variance Extracted (AVE)</i>	77
Tabel 4.15	Hasil Uji <i>Discriminant Validity</i>	77

Tabel 4.16	Hasil uji <i>Composite Reliability</i>	79
Tabel 4.17	<i>R-Square</i>	81
Tabel 4.18	<i>Path Coefficient</i> dan <i>T-Statistics</i>	82
Tabel 4.19	Rangkuman Uji Hipotesis	85

DAFTAR GAMBAR

Gambar 2.1	Area Pengukuran Media Sosial	17
Gambar 2.2	Model Kredibilitas Sumber oleh Ohanian	24
Gambar 2.3	Kerangka Konseptual	45
Gambar 4.1	<i>Outer Loading</i>	73
Gambar 4.2	<i>Outer Loading</i>	75
Gambar 4.3	Hasil <i>Bootstrapping</i>	81