

ABSTRAK

Rafael Hans Christian, 111711133083, Pengaruh *Social media marketing* terhadap Intensi Membeli Produk Perawatan Kulit Pada Pria Dengan *Credibility endorser* Sebagai Variabel Moderator, Skripsi, Fakultas Psikologi Universitas Airlangga, 2021.

Xvi + 74 Halaman, 6 Lampiran

Penelitian ini bertujuan untuk menguji pengaruh social media marketing terhadap intensi membeli produk perawatan kulit pada pria serta menguji credibility endorser sebagai variabel moderator. Social media marketing adalah sebuah praktik pemasaran yang mengandalkan media sosial dalam memasarkan suatu produk (Qiutong & Rahman, 2019), kemudian intensi membeli adalah kecenderungan individu untuk membeli suatu produk (Ajzen & Fishbein, 1991), dan credibility endorser merupakan tingkat dimana seorang endorser dapat dikatakan terpercaya (Ohanian, 1990).

Jumlah subjek penelitian pada penelitian ini sebanyak 131 pria dengan usia minimal 18 tahun. Pengumpulan data dilakukan dengan survey secara daring yang tersusun atas skala social media marketing (Kim & Ko, 2010), skala intensi membeli (Laksamana, 2018), dan skala credibility endorser (Zvinyte, 2017). Data pada penelitian ini dianalisis dengan menggunakan pendekatan kuantitatif. Teknik analisis pada penelitian ini adalah analisis korelasi Pearson, analisis linear regression, dan analisis moderasi dengan menggunakan aplikasi Jamovi 1.6.23.0.

Hasil penelitian menunjukkan bahwa social media marketing secara umum berpengaruh signifikan terhadap intensi membeli produk perawatan kulit pada pria. Kemudian, hasil analisis moderasi menunjukkan bahwa credibility endorser tidak dapat memoderasi pengaruh customization, interaction dan word of mouth namun credibility endorser dapat memperkuat pengaruh pada dimensi entertainment dan trendiness terhadap intensi membeli.

Kata Kunci: *Credibility endorser, Intensi Membeli, Produk Perawatan Kulit, Social media marketing*
Daftar Pustaka, 103 (1975-2020)

ABSTRACT

Rafael Hans Christian, 111711133083, The Influence of Social media marketing on the Intention of Buying Skin Care Products for Men with Credibility endorser as Moderator Variable, Thesis, Faculty of Psychology Universitas Airlangga, 2021.

Xvi + 74 Pages, 6 Appendix

This study aims to examine the effect of social media marketing on the intention to buy skincare products in men and to test the credibility of the endorser as a moderator variable. social media marketing is a marketing practice that relies on social media in marketing a product (Qiutong & Rahman, 2019), purchase intention is the individual's tendency to buy a product (Ajzen & Fishbein, 1991), and the credibility of an endorser is the level at which an endorser can say to be trusted (Ohanian, 1990).

The number of research subjects in this study was 131 men with a minimum age of 18 years. Data collection was carried out with an online survey composed of a social media marketing scale (Kim & Ko, 2010), a purchase intention scale (Laksamana, 2018), and a credibility endorser scale (Zvinyte, 2017). The data in this study were analyzed using a quantitative approach. The analysis technique in this research is pearson correlation analysis, linear regression analysis, and multiple regression analysis using the Jamovi 1.6.23.0 application.

The results showed social media marketing generally had a significant effect on the intention to buy skincare products in men. Then, the results of the moderating analysis show that credibility endorsers cannot moderate the effect of customization, interaction and, word of mouth, but credibility endorsers can strengthen the influence on the dimensions of entertainment and trendiness on purchase intention.

Keywords: *Credibility endorser, Purchase Intention, Skincare Products, Social media marketing,*
References, 103 (1975-2020).