

ABSTRAK

Penelitian ini menguji perbedaan *influencer credibility* dan *attitude toward the advertising* pada produk kosmetik berdasarkan strategi *media richness* dan *message type* pada konten periklanan yang diunggah *influencer* di Instagram menggunakan uji MANOVA. Kemudian menguji pengaruh *influencer credibility* terhadap *attitude toward the advertising*, serta *influencer credibility* dan *attitude toward the advertising* terhadap *purchase intention* menggunakan uji SEM dengan AMOS. Penelitian ini menggunakan desain faktorial 2 *media richness* (*high vs low*) x 2 *message type* (*attribute vs benefit*) pada 160 partisipan mahasiswi. Sebelum dilakukan *main test*, dalam penelitian ini dilakukan cek manipulasi untuk memastikan partisipan memahami kondisi serta stimuli yang dibuat oleh peneliti. Variabel terukur *influencer credibility* (5 indikator), *attitude toward the advertising* (6 indikator), *purchase intention* (5 indikator), diukur dengan masing-masing skala Likert 5 poin. Dalam penelitian ini, pada *main effect* ditemukan bahwa kondisi *media richness* yang berbeda menghasilkan perbedaan yang signifikan pada *influencer credibility* dan *attitude toward the advertising*, sedangkan kondisi *message type* yang berbeda juga menghasilkan perbedaan yang signifikan terhadap *influencer credibility* dan *attitude toward the advertising*. Pada *interaction effect* ditemukan bahwa kombinasi *media richness* dan *message type* tidak menghasilkan perbedaan yang signifikan pada *influencer credibility* dan *attitude toward the advertising*. Selain itu, dalam penelitian ini terbukti bahwa *influencer credibility* berpengaruh positif pada *attitude toward the advertising* kemudian *Influencer credibility* dan *attitude toward the advertising* berpengaruh positif pada *purchase intention*.

Kata kunci: *media richness*, *message type*, *influencer credibility*, *attitude toward the advertising*, *purchase intention*, MANOVA, SEM.

ABSTRACT

This study examined the difference of influencer credibility and attitude toward the advertising on cosmetic products based on media richness and message type strategy on advertising content uploaded by influencer on Instagram by using MANOVA test. Then, tested the effect of influencer credibility toward attitude toward the advertising, influencer credibility and attitude toward the advertising toward purchase intention intention using SEM test with AMOS. This research uses factorial design 2 media richness (high vs low) x 2 message type (attribute vs benefit) on 160 student participants. Prior to the main test, in this study checks manipulation to ensure participants understand the conditions and stimuli made by researchers. Measurable variables of influencer credibility (5 indicators), attitude toward the advertising (6 indicators), and purchase intention (5 indicators) were measured with each 5-point Likert scale. In this study, the main effect found that different media richness conditions resulted in significant differences in influencer credibility, attitude toward the advertising, while different message type conditions also resulted in significant differences in influencer credibility, attitude toward the advertising. In the interaction effect, it was found that the combination of media richness and message type did not produce significant differences in influencer credibility and attitude toward the advertising. In addition, in this study proved that influencer credibility positively influence on attitude toward the advertising, then influencer credibility and attitude toward the advertising positively affect the purchase intention.

Keywords: media richness, message type, influencer credibility, attitude toward the advertising, purchase intention, MANOVA, SEM.