

ABSTRAK

PENGARUH *BRAND AMBASSADOR* EXO DAN *PRODUCT KNOWLEDGE* TERHADAP PERILAKU MEMBELI (Studi pada Pengikut Akun Instagram @scarlett_whitening)

Oleh

TASIA LASIKA

Fenomena pemanfaatan media sosial sebagai media promosi oleh perusahaan bertujuan untuk menjangkau konsumen yang lebih luas. Salah satu jenis promosi yang kerap digunakan adalah penggunaan *brand ambassador*. Selain *brand ambassador*, terdapat faktor lain yang mampu memengaruhi tindakan pembelian, yaitu *product knowledge*. Penelitian ini bertujuan untuk mengetahui sejauh mana *brand ambassador* EXO dan *product knowledge* dapat memengaruhi perilaku membeli pengikut Instagram @scarlett_whitening yang ditinjau dengan model AISAS. Penelitian ini menggunakan Teori Kemungkinan Elaborasi (*Elaboration Likelihood Model*). Penelitian ini merupakan penelitian kuantitatif eksplanatif dengan menggunakan metode survei yang menyebarkan kuesioner kepada 100 responden pengikut Instagram @scarlett_whitening. Lalu, penentuan sampel menggunakan teknik *random sampling*. Hasil penelitian didapatkan bahwa variabel *brand ambassador* EXO dan *product knowledge* secara simultan berpengaruh terhadap perilaku membeli sebesar 60%. Nilai korelasi yang didapatkan dalam penelitian ini sebesar 0,780 yang berarti bahwa pengaruh kedua variabel independen terhadap variabel dependen berada pada tingkatan hubungan kuat. Berdasarkan hasil uji t, dinyatakan bahwa *product knowledge* ($t_{hitung} 10,895 > t_{tabel} 1,984$) lebih tinggi pengaruhnya dibandingkan *brand ambassador* ($t_{hitung} 2,132 > t_{tabel} 1,984$) dalam memengaruhi perilaku membeli pengikut @scarlett_whitening. Maka dapat dikatakan *Brand Ambassador* EXO hanya berperan sebagai stimulus akibat besarnya *visibility* (kepopuleran) yang dimiliki EXO, tetapi dalam menentukan perilaku membeli responden cenderung mencari *product knowledge* terlebih dahulu khususnya mengenai nilai produk.

Kata kunci: *brand ambassador*, *product knowledge*, perilaku membeli, model AISAS, *elaboration likelihood model*.

ABSTRACT

THE INFLUENCE OF EXO AS BRAND AMBASSADOR AND PRODUCT KNOWLEDGE ON BUYING BEHAVIOR (Study on Followers of Instagram Account @scarlett_whitening)

By

TASIA LASIKA

The phenomenon of utilizing social media as a promotional medium by companies aims to reach a wider range of consumers. One type of promotion that is often used is the use of brand ambassadors. In addition to brand ambassadors, other factors can influence purchasing actions, namely product knowledge. This study aims to determine the extent to which EXO as brand ambassadors and product knowledge can influence the buying behavior of @scarlett_whitening Instagram followers reviewed with the AISAS model. This research uses the Elaboration Likelihood Model. This research is an explanatory quantitative study using a survey method that distributes questionnaires to 100 respondents of @scarlett_whitening Instagram followers. Then, the sample using a random sampling technique. The results showed that the EXO as brand ambassador and product knowledge influenced buying behavior by 60%. The correlation value obtained in this study is 0.780, which means that the influence of the two independent variables on the dependent variable is at the level of a strong relationship. Based on the results of the t-test, it is stated that product knowledge ($t_{count} 10.895 > t_{table} 1.984$) has a higher effect than brand ambassadors ($t_{count} 2.132 > t_{table} 1.984$) in influencing the buying behavior of @scarlett_whitening followers. So, it can be stated that the EXO as Brand Ambassador only acts as a stimulus due to the large popularity that EXO has. However, in determining buying behavior, respondents tend to seek product knowledge first, especially regarding product value.

Keywords: *brand ambassador, product knowledge, buying behavior, AISAS model, elaboration likelihood model.*