

ABSTRACT

The Correlation Between Perceived Personality Selebgram and Purchasing Intention on Emerging Adulthood

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Selebgram is used as endorser in Instagram to increase consumer purchasing intention. This study aims to know the correlation between perceived personality selebgram and purchasing intention on emerging adulthood. This study use quantitative approach with correlational analysis. The respondents in this study were 350 emerging adulthood aged 18-25 years. The result of this study show that there is a positive, low and significant correlation between perceived personality selebgram and purchasing intention ($r=0,37$; $p=0,001$). This shows that respondents who get high score in perceived personality selebgram then will also get high score in purchasing intention. Other result found that 14% of purchasing intention can be explained by perceived personality selebgram.

Key Words: *Perceived Personality Selebgram, Purchasing Intention, Emerging Adulthood.*

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Publication Years : 1991 - 2018

RINGKASAN

HUBUNGAN *PERCEIVED PERSONALITY* SELEBGRAM DENGAN INTENSI MEMBELI PADA EMERGING ADULTHOOD

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Selebgram digunakan sebagai *endorser* di Instagram untuk meningkatkan intensi membeli konsumen. Penelitian ini bertujuan untuk mengetahui hubungan antara *perceived personality* Selebgram dengan intensi membeli pada *emerging adulthood*. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis korelasi. Subjek penelitian berjumlah 350 *emerging adulthood* usia 18-25 tahun. Hasil analisis menunjukkan bahwa terdapat hubungan yang positif, rendah dan signifikan antara *perceived personality* Selebgram dengan intensi membeli ($r=0,37$; $p=0,001$). Hal tersebut berarti subjek yang memperoleh skor *perceived personality* Selebgram yang tinggi maka akan skor intensi membeli juga akan meningkat. Hasil lainnya yang didapatkan yaitu intensi membeli dapat dijelaskan oleh *perceived personality* Selebgram hanya 14%.

Kata Kunci: *Perceived Personality* Selebgram, Intensi Membeli, *Emerging Adulthood*.

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Tahun Publikasi : 1991 - 2018