

**THE EFFECT OF SOCIAL MEDIA COMMUNICATION AND SOCIAL
MEDIA INFLUENCER ON PURCHASE INTENTION**

**PENGARUH KOMUNIKASI MEDIA SOSIAL DAN INFLUENCER
MEDIA SOSIAL TERHADAP NIAT BELI**



Written By :

ANNISA PUTRI PATRICIA S.N.

20200410208

**INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

2024

TITLE PAGE

**“THE EFFECT OF SOCIAL MEDIA COMMUNICATION AND SOCIAL
MEDIA INFLUENCER ON PURCHASE INTENTION”**

**“PENGARUH KOMUNIKASI MEDIA SOSIAL DAN INFLUENCER
MEDIA SOSIAL TERHADAP NIAT BELI”**

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Obtain a bachelor’s degree in the
Management Study Program, Faculty of Economics and Business, Universitas
Muhammadiyah Yogyakarta



**ANNISA PUTRI PATRICIA S.N.
20200410208**

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

DECLARATION

The result of this study,

Name : Annisa Putri Patricia S.N.

Student number : 20200410208

In the thesis entitled "THE EFFECT OF SOCIAL MEDIA COMMUNICATION AND SOCIAL MEDIA INFLUENCER ON PURCHASE INTENTION", no work has ever been submitted for obtaining a bachelor's degree at a university. To the best of the author's knowledge, no works or opinions have been or may be published by other authors except those written as references in the manuscript and mentioned in the bibliography.

Yogyakarta, 15 August 2024




Annisa Putri Patricia S.N.

DEDICATION

Bismillahirrahmanirahim, all praise is due to Allah SWT, who has given all His gifts and blessings. Finally, the author can complete this thesis titled "The Impact of Social Media Communication and Social Media Influencer on Purchase Intention." The author dedicates this paper to those who are influential in the author's journey, namely:

1. The author dedicates this thesis entirely to two very instrumental people in the author's life, Mama (Samsiah) and Bapak (Sutriyanto). They are the ones who make everything possible so that the author can reach the stage where this thesis is finally completed. As a sign of devotion, respect, and infinite gratitude, the author presents this small work to Mama and Father who always pour out affection, endless support, and boundless love to the author. Mama and Bapak have provided moral and material support and prayers for the author's success because there are no words as beautiful as the chanting of prayers, and there is no prayer that is more solemn than the prayers uttered by parents. Their encouragement and guidance have sparked the author's motivation, guiding the author to strive to be the best. They have been a source of comfort for the author, giving warm hugs and words of wisdom whenever the author needs them. The author hopes they are blessed with good health and a long life to continue to accompany the author.

2. The authors would like to express their deepest gratitude to Ibu Dr. Indah Fatmawati, S.E., M.Si., as the supervisor who has guided me patiently and thoroughly in completing this thesis. Her unwavering support and expertise

were invaluable in helping me navigate the complexities of this research. The author hopes that Ibu Indah remains in good health and that all her endeavors continue to be successful. Her dedication to her students and her work is truly inspiring, and the author is honoured to have had the opportunity to learn from her.

3. Mbah Kakung and Mbah Putri (Almh), One of the strongest reasons for the author to go to college is that they want to be the first grandchild to enjoy the sweetness of college so that it can be a role model and a good example for other grandchildren. Thank you for always praying for the best for this first granddaughter. The prayers directly in the holy land of Mecca became a driving force, and enthusiasm continues to burn. For Mbah Kakung, the author hopes he will be given health and long life so that researchers can make him happy in the future, and for Mbah Putri (Almh), the author hopes she will be forgiven for all her sins, and her grave will be opened.
4. The entire extended family of the author. Thank you for being a support system while completing this undergraduate study. Thank you for working together to make a bad situation good.
5. For my non-blood sister Tri Pandiangan, thank you for being the sister the author wants, who always provides encouragement, advice, and support to the author. During the Exchange to Asia University in Taiwan, the author is most grateful to meet a sister who provides motivation, wants to hear the author's complaints, exchanges opinions, and offers mutual affection. May God give you health and a long life so we can meet again.

6. For Mr. Yanyan, as a teacher's author in SMANCIK, Ardy, and Aldi have been willing to be bothered by the author when writing this thesis. Thank you for providing knowledge about writing this thesis.
7. For Tegar and Elina, who became a very special support system and were ready to listen to complaints and cries from the author. Thank you for always providing encouragement, advice, and warm hugs when the author is down and lost.
8. Finally, allow the author to thank myself for surviving and struggling to this point. Although some many obstacles and challenges occurred during the writing of this thesis, thank you for surviving and completing this chosen responsibility.

PREFACE

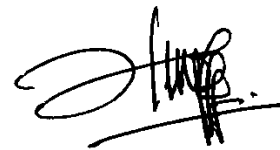
Alhamdulillah, Praise be to Allah SWT, who has given ease, grace, and His gifts to the author in writing a thesis entitled "THE EFFECT OF SOCIAL MEDIA COMMUNICATION AND SOCIAL MEDIA INFLUENCER ON PURCHASE INTENTION." This thesis was prepared to fulfil one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

Finally, the authors get guidance from various parties and help and support to complete this thesis. Therefore, in this opportunity, the authors would like to say thanks as much as possible for:

1. Prof. Rizal Yaya, S.E., M.Sc., Ph.D., Ak., CA., CRP., as the Dean of the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta, who has provided guidance and facilities for all economics students.
2. Dr. Rr. Sri Handari W. S.E., M.Si., as the Head of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.
3. Dr. Indah Fatmawati, S.E., M.Si., has been very patient and guided me patiently and thoroughly throughout the completion of this thesis.
4. Radian Dananjoyo MM., M.Sc., Ph.D., is the head of the International Program of International Management and Business Studies, providing students with knowledge and guidance.
5. All parties who have provided support, assistance, ease, and enthusiasm in completing this final project (thesis).

The author also acknowledges the limitations and shortcomings of their thesis, recognising that there is always room for improvement. For this reason, the author expects any criticism or suggestions, whether in the form of feedback or constructive criticism. The author hopes that this research can be helpful to others, and they are open to any insights that can enhance its value and impact.

Yogyakarta, 15 August 2024

A handwritten signature in black ink, appearing to be 'Annisa Putri Patricia S. N.', written in a cursive style with a horizontal line underneath.

Annisa Putri Patricia S. N.

TABLE OF CONTENTS

DECLARATION	iv
MOTTO.....	v
DEDICATION	vi
ABSTRACT	ix
INTISARI.....	x
PREFACE	xi
CHAPTER I	1
INTRODUCTION.....	1
A. Research Background	1
B. Research Questions	8
C. Research Purposes.....	9
D. Benefits of Study.....	10
CHAPTER II.....	12
LITERATUR REVIEW	12
A. Theoretical Framework	12
1. Uses and Gratifications Theory	12
B. Conceptual Definition	13
1. Firm-Generated Content (FGC).....	13
2. User-Generated Content (UGC).....	14
3. Social Media Influencer.....	15
4. Brand Trust	16
5. Brand Authenticity	17
6. Purchase Intention	18
C. Previous Research Findings	19
D. Relationship Around Variables and Hypothesis	22
1. Relationship between Firm-Generated Content and Brand Trust	22
2. Relationship between User-Generated Content and Brand Trust.....	23
3. Relationship Between User-Generated Content and Brand Authenticity	24
4. Relationship Between Social Media Influencer and Brand Trust	26
5. Relationship Between Social Media Influencers and Brand Authenticity	27
6. Relationship Between Brand Trust and Purchase Intention	28
7. Relationship Between Brand Authenticity and Purchase Intention.....	29
8. Relationship between Brand Trust Mediates Firm-Generated Content to Purchase Intention	30
9. Relationship between Brand Trust Mediates User-Generated Content to Purchase Intention	32
10. Relationship between Brand Trust Mediates Influencer Endorsement to Purchase Intention	33
11. Relationship between Brand Authenticity Mediates User-Generated Content to Purchase Intention	34

12. Relationship between Brand Authenticity Mediates Influencer Endorsement to Purchase Intention.....	36
E. Research model.....	37
CHAPTER III.....	39
RESEARCH METHODS.....	39
A. Research Approach.....	39
B. Research Object and Subject.....	39
C. Type of Data.....	39
E. Data Collection Method.....	42
F. Operational Definitions and Variable Indicators.....	42
G. Instrument and Data Test.....	47
CHAPTER IV.....	52
RESULT AND DISCUSSION.....	52
A. Overview of research object and subject.....	52
1. Research Object.....	52
2. Research Subject.....	53
3. Description of Respondent Characteristics.....	54
4. Description of Research Variables.....	57
B. Instrument quality test.....	64
1. Measurement Model (Outer Model).....	65
2. Evaluation of the structural model (Inner Model).....	70
D. Discussion.....	83
1. Relationship Between Firm-Generated Content to Brand Trust.....	83
2. Relationship Between User-Generated Content to Brand Trust.....	84
3. Relationship Between User-Generated Content to Brand Authenticity.....	86
4. Relationship Influencer Endorsement to Brand Trust.....	87
5. Relationship Between Influencer Endorsement to Brand Authenticity.....	88
6. Relationship Between Brand Trust to Purchase Intention.....	89
8. Relationship Between Firm-Generated Content on Purchase Intention Mediated by Brand Trust.....	92
9. Relationship Between User-Generated Content on Purchase Intention Mediated by Brand Trust.....	93
10. Relationship Between Influencer Endorsement on Purchase Intention Mediated by Brand Trust.....	94
11. Relationship Between User-Generated Content on Purchase Intention Mediated by Brand Authenticity.....	96
12. Relationship Between Influencer Endorsement on Purchase Intention Mediated by Brand Authenticity.....	97
BAB V.....	99
CONCLUSION.....	99
A. Conclusion.....	99
B. Research Limitation.....	102
C. Recommendation.....	103

REFERENCES.....	104
APPENDICES.....	118

LIST OF FIGURES

Figure 2.1 Research Model	38
Figure 4.1 Skintific Products.....	53
Figure 4.2 Structural Model	71
Figure 4.3 Predictive Relevance	73
Figure 4.4 Bootstrapping Outputs	74

LIST OF TABLES

Table 2. 1 Previous Research Findings	19
Table 2. 2 Relationship Between Firm-Generated Content and Brand Trust	22
Table 2. 3 Relationship Between User-Generated Content and Brand Trust	24
Table 2. 4 Relationship Between User-generated Content and Brand Authenticity	25
Table 2. 5 Relationship Between Social Media Influencer and Brand Trust.....	26
Table 2. 6 Relationship Between Social Media Influencer and Brand Authenticity	27
Table 2. 7 Relationship Between Brand Trust and Purchase Intention.....	28
Table 2. 8 Relationship Between Brand Authenticity and Purchase Intention	29
Table 2. 9 Relationship Between Brand Trust Mediates Firm-Generated Content to Purchase Intention.....	31
Table 2. 10 Relationship Between Brand Trust Mediates User-Generated Content to Purchase Intention.....	32
Table 2. 11 Relationship Between Brand Trust Mediates Influencer Endorsement to Purchase Intention.....	34
Table 2. 12 Relationship Between Brand Authenticity Mediates User-Generated Content to Purchase Intention	35
Table 2. 13 Relationship Between Brand Authenticity Mediates Influencer Endorsement to Purchase Intention.....	36
Table 3. 1 Operational Definition of Research Variables	45
Table 3. 2 Table of Likert Scale.....	47
Table 4. 1 Respondent Characteristics	55
Table 4. 2 Interval Class Interpretation.....	57
Table 4. 3 Description Statistic of Firm Geerated Content.....	58
Table 4. 4 Description Statistic of User Geerated Content	59
Table 4. 5 Description Statistic of Influencer Endorsement	60

Table 4. 6 Description Statistic of Brand Trust.....	61
Table 4. 7 Description Statistic of Brand Authenticity	62
Table 4. 8 Description Statistic of Purchase Intention.....	63
Table 4. 9 Convergent Validity Test	65
Table 4. 10 Fornell-Larcker Criterion.....	67
Table 4. 11 Cross Loading Discriminant Validity Output	68
Table 4. 12 Heterotrait-Monotrait Ratio (HTMT) Test.....	69
Table 4. 13 Composite Reliability Test	70
Table 4. 14 Coefficient of determination R Square	72
Table 4. 15 Predictive Relevance.....	73
Table 4. 16 Hypothesis Testing Result Direct effect	75
Table 4. 17 Hypothesis Testing Indirect Effect Output	79