

RINGKASAN EKSEKUTIF

Pada kesempatan ini, Peneliti melakukan studi untuk menginvestigasi pengaruh dari rekomendasi *beauty blogger* terhadap *intention to shop online*. Dengan melakukan riset kuantitatif, penelitian ini berhasil mendapatkan 413 responden dengan menggunakan *judgemental sampling*. Kuesioner disebarikan secara *online* melalui *google form* pada 22-23 Mei yang berisi 2 pertanyaan saringan, 13 pertanyaan utama, dan profil demografis. Setiap responden mendapatkan pertanyaan mengenai aspek *perceived usefulness of recommendation, trust, attitude, intention to shop online* dan *blogger reputation*. Hasil dari kuesioner tersebut kemudian dianalisis menggunakan SPSS 23 dan AMOS 22.

Hasil penelitian menunjukkan bahwa tidak ada pengaruh positif antara *trust* terhadap *attitude* dan *trust* terhadap *intention to shop online*. *Trust* akan menjadi signifikan apabila melewati mediasi dari *perceived usefulness of recommendation*. Selain itu, tidak ditemukan pengaruh yang signifikan dari *blogger reputation* sebagai variabel moderator. Hasil penelitian ini menunjukkan tidak adanya perbedaan pengaruh antara *perceived high reputation* dengan *perceived low reputation* dalam hal reputasi *blogger*. Maka, dapat disimpulkan bahwa reputasi *blogger* tidak penting dalam pembentukan intensi belanja *online* dalam diri konsumen.

Kata kunci: *beauty blogger, beauty blogger recommendation, perceived usefulness of recommendation, trust, attitude, intention to shop online, blogger recommendation.*



EXECUTIVE SUMMARY

This research's objective is to explore the impact of beauty blogger recommendations on consumer's intention to shop online. Through this quantitative research, judgemental sampling is used to attain 413 respondents. An online *google form* questionnaire is distributed from 22nd to 23rd of May 2018 which contains 2 filtering questions, 13 main questions, and demographic profile. Every respondents are required to answer the questionnaire which is tailored to measure aspects of *perceived usefulness of recommendation, trust, attitude, intention to shop online and blogger reputation*. Data collected is then analyzed using SPSS 23 and AMOS 22.

The result of this research indicates that there is no positive influence between trust and attitude, similar result applies with trust and intention to shop online. Trust becomes significant through mediation from perceived usefulness of recommendation. In addition, no significant influence was found using blogger reputation as a moderating variable. Within this research there were no difference in the impact of perceived high reputation with perceived low reputation in the case of a blogger reputation. Hence, it can be concluded that blogger reputation holds no influence in forming consumer's intent to shop online.

Keywords: beauty blogger, beauty blogger recommendation, perceived usefulness of recommendation, trust, attitude, intention to shop online, blogger recommendation.