

**Peran Kebutuhan Afiliasi pada Intensi
Pemberian *eWOM* Konsumen *Brand* Kosmetik di Instagram**

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Abstrak

Dengan berkembangnya pemasaran produk kosmetik secara digital, komunikasi *electronic Word of Mouth* (eWOM) atau testimoni semakin diperlukan oleh *brand* maupun konsumen. Meskipun besarnya peran eWOM telah diakui oleh berbagai pihak, latar belakang motivasi konsumen dalam memberikan eWOM berbentuk media audio-visual belum banyak diteliti, terutama di dalam konteks industri kosmetik. Dorongan konsumen untuk berafiliasi dengan konsumen lain di situs jaringan sosial dapat memotivasi mereka dalam memberikan eWOM. Penelitian ini bertujuan untuk mengetahui peran kebutuhan afiliasi pada intensi pemberian eWOM konsumen *brand* kosmetik. Partisipan pada penelitian ini merupakan 201 orang konsumen *brand* kosmetik berbasis daring yang pernah memberikan eWOM dalam bentuk media audio-visual melalui fitur ‘*Post*’, ‘*Story*’, dan ‘*Reels*’ di Instagram. Hipotesis dari penelitian ini adalah kebutuhan afiliasi memiliki peran positif terhadap intensi pemberian eWOM konsumen *brand* kosmetik di Instagram. Penelitian ini bersifat kuantitatif, di mana pengambilan data dilakukan menggunakan survei, yaitu dengan Skala Kebutuhan Afiliasi dan Skala Intensi Pemberian eWOM sebagai alat ukur. Hasil analisis regresi linear sederhana menunjukkan kebutuhan afiliasi berperan positif terhadap intensi pemberian eWOM konsumen *brand* kosmetik di Instagram.

Kata kunci: *electronic word-of-mouth, testimoni, kebutuhan afiliasi, Instagram, brand kosmetik*

The Role of Need for Affiliation in Cosmetics Brand

Consumer's eWOM-Giving Intention on Instagram

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Abstract

With the development of digital marketing of cosmetic products, electronic Word of Mouth (eWOM) communications or testimonials are increasingly needed by brands and consumers. Although the role of eWOM has been recognized by various parties, the motivational background of consumers in providing eWOM in the form of audio-visual media has not been widely studied, especially in the context of the cosmetics industry. Consumers' drive to affiliate with other consumers on social networking sites can motivate them to communicate eWOM. This study aims to determine the role of need for affiliation in cosmetic brand consumers' eWOM-giving intention. The participants in this study were 201 consumers of online-based cosmetic brands who had provided eWOM in the form of audio-visual media through the 'Post', 'Story', and 'Reels' features on Instagram. The hypothesis of this study is that the need for affiliation has a positive role in cosmetic brand consumers' eWOM-giving intention on Instagram. This research applied quantitative method, where data collection is carried out using a survey, namely the Need for Affiliation Scale and the eWOM-Giving Intention Scale as measuring tools. Result based on simple linear regression analysis showed that the need for affiliation plays a positive role in cosmetic brand consumers' eWOM-giving intention on Instagram.

Keywords: *electronic word-of-mouth, testimony, need for affiliation, Instagram, cosmetics brand*