

Abstract

This study aims to examine the effect of celebrity Bangtan Boys (BTS) characteristics on the reputation of the Tokopedia marketplace company. The type of research used is explanatory research with a quantitative approach. Four characteristic variables are used to measure the effect of BTS: Attractiveness, Likability, Expertise, and Trustworthiness. One hundred sixty-three respondents, taken by purposive sampling using the questionnaire collection method, conducted a descriptive analysis to describe the demographic profile of the respondents. Factor analysis is applied to check the validity and reliability of the BTS characteristic variables. As for testing various hypotheses, multiple linear regression analysis is applied to measure such effects. Using the IBM SPSS statistics application program Ver. 20, factor analysis test results were obtained for all characteristics (Attractiveness, Likability, Expertise, and Trustworthiness) that have met the criteria of validity and reliability. From the development of the multiple linear regression test, variable Expertise (X_3) is the only variable that positively and significantly affected Tokopedia's Reputation. In contrast, other variables have little or no adverse effect on Tokopedia's Reputation variable (Y). Nevertheless, all the independent characteristic variables simultaneously affect Tokopedia's Reputation, although a value of 18.5% shows a weak influence.

Keywords: BTS, Tokopedia, celebrity characteristics, factor analysis

Intisari

Penelitian ini bertujuan untuk menguji pengaruh karakteristik selebritas Bangtan Boys (BTS) terhadap reputasi perusahaan marketplace Tokopedia. Jenis penelitian yang digunakan adalah *explanatory research* dengan pendekatan kuantitatif. Empat variabel karakteristik digunakan untuk mengukur pengaruh selebriti BTS: *Attractiveness*, *Likability*, *Expertise*, dan *Trustworthiness*. 163 responden yang diambil secara purposive sampling dengan metode pengumpulan kuesioner, dilakukan analisis deskriptif untuk menggambarkan profil demografis responden. Untuk memeriksa validitas dan reliabilitas variabel karakteristik BTS, digunakan analisis faktor. Adapun pengujian berbagai hipotesis, analisis regresi linear berganda diterapkan untuk mengukur efek tersebut. Dengan menggunakan program aplikasi statistik IBM SPSS Ver. 20, Hasil uji analisis faktor diperoleh untuk semua karakteristik (*Attractiveness*, *Likability*, *Expertise*, dan *Trustworthiness*) telah memenuhi uji kriteria validitas dan reliabilitas. Dari hasil uji regresi linier berganda, variabel *Expertise* (X3) merupakan satu-satunya variabel yang berpengaruh positif dan signifikan terhadap reputasi Tokopedia. Sedangkan variabel lainnya, berpengaruh sangat kecil atau negatif terhadap variabel Reputasi Tokopedia (Y). Namun demikian, seluruh variabel karakteristik independen berpengaruh secara simultan terhadap Reputasi Tokopedia, meskipun dengan nilai 18,5% menunjukkan pengaruh yang lemah.

Kata kunci: BTS, Tokopedia, karakteristik selebriti, analisis faktor