

Komunikasi antar teman di sosial media dan pengaruhnya terhadap minat beli rainbow cake = Social media and peer communication and impacts on purchase intention of rainbow cake

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Abstrak

Sosial media mempengaruhi cara dan arah masyarakat dalam berkomunikasi. Penelitian ini bertujuan untuk melihat pengaruh komunikasi antar teman di sosial media terhadap minat beli Rainbow Cake, kue yang terkenal melalui internet dan menjadi fenomena di Indonesia. Hasil survey dari 156 sampel dengan metode analisis structural equation model (SEM), menyatakan bahwa komunikasi antar teman di sosial media berpengaruh positif terhadap keterlibatan terhadap Rainbow Cake (product involvement). Product involvement berpengaruh positif terhadap perilaku terhadap Rainbow Cake (product attitude). Product attitude berpengaruh positif terhadap minat membeli (purchase intention) Rainbow Cake. Hasil penelitian ini memiliki implikasi manajerial.

.....Social media affects how people communicate. This study investigates peer communication through social media towards purchase intention of Rainbow Cake, a cake who got famous by the internet and being a phenomenal in Indonesia. Survey of 156 samples who analyzed with structural equation model (SEM), suggesting that social media peers communication is positively associated with product involvement. Product involvement is positively associated with product attitude. Product attitude is positively associated with purchase intention. These findings has managerial implications.