

Pengaruh interaksi pengguna media sosial terhadap brand awareness dan purchase intention : studi kasus instagram nyx cosmetics = The impact of user interactions in social media on brand awareness and purchase intention : the case of instagram of nyx cosmetics

Novely Siswaningsih, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20413286&lokasi=lokal>

Abstrak

Tujuan utama skripsi ini adalah untuk mengetahui pengaruh interaksi pengguna media sosial, terhadap brand awareness dan purchase intention. Studi kasus dilakukan pada jenis media sosial Instagram, khusus akun NYX Cosmetics (@nyxcosmetics). Penelitian ini diolah dengan software SPSS 20 untuk pretest dan SmartPLS 2 & 3 untuk main test, menggunakan teknik Partial Least Square Path Modeling (PLS-PM). Hasil pengolahan data menunjukkan bahwa annoyance mempengaruhi brand page commitment secara positif. Lalu, brand page commitment memiliki pengaruh positif terhadap brand awareness tetapi annoyance tidak memiliki pengaruh terhadap brand awareness. Kemudian, brand page commitment dan brand awareness memiliki pengaruh positif terhadap word of mouth, sedangkan annoyance tidak memiliki pengaruh terhadap word of mouth. Brand page commitment, annoyance, brand awareness, dan word of mouth memiliki pengaruh positif terhadap purchase intention.

.....

The objective of this case is to determine the effect of user interactions in social media on brand awareness and purchase intention. This study involves Instagram account OF NYX Cosmetics (@nyxcosmetics). This research was processed by SPSS 20 software for pretesting and Smart PLS 2 & 3 for main test using Partial Least Square Path Modeling (PLS-PM) technique. The results show annoyance has a positive effect on brand page commitment. Then, brand page commitment has a positive effect on brand awareness, but annoyance has no effect on brand awareness. Brand page commitment and brand awareness have positive effects on word of mouth, and annoyance has no effect on word of mouth. Brand page commitment, annoyance, brand awareness, and word of mouth have positive effects on purchase intention.