

Analisis pengaruh user interaction pada social media terhadap brand awareness dan repurchase intention. Studi pada facebook fanpage McDonald's = The effect of user interaction on social media toward brand awareness and repurchase intention. The case of McDonald's Facebook fanpage

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Abstrak

ABSTRACT

Persaingan yang ketat pada pasar fast food di Indonesia, membuat perusahaan terus berusaha untuk mempertahankan brand yang dimiliki pada pikiran konsumen. Di era globalisasi ini, perusahaan dapat menggunakan Web 2.0 tools untuk dapat berinteraksi secara langsung dengan konsumen agar brand dapat selalu berada dalam pikiran mereka, salah satunya dengan menggunakan Facebook fanpage. Penelitian ini bertujuan untuk menganalisis pengaruh user interaction pada social media terhadap brand awareness dan repurchase intention konsumen. Sampel pada penelitian ini adalah anggota Facebook fanpage McDonald's. Data diolah dengan menggunakan metode Structural Equation Modelling. Hasil penelitian menunjukkan bahwa annoyance pada konten di Facebook fanpage berpengaruh negatif secara signifikan terhadap brand awareness dan aktivitas positive word of mouth namun tidak berpengaruh negatif secara signifikan terhadap brand page commitment dan repurchase intention konsumen. Hasil penelitian ini juga menunjukkan bahwa brand page commitment berpengaruh positif secara signifikan terhadap brand awareness, aktivitas positive word of mouth, dan repurchase intention konsumen. Selain itu hasil penelitian ini juga menunjukkan bahwa brand awareness berpengaruh positif secara signifikan terhadap aktivitas positive word of mouth dan repurchase intention konsumen. Hasil penelitian juga menunjukkan bahwa aktivitas positive word of mouth tidak berpengaruh positif secara signifikan terhadap repurchase intention konsumen.

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ABSTRACT

Tight competition in the fast food market in Indonesia, making the company continues to strive to maintain the brand awareness in the minds of consumers. In this globalization era, companies can be use Web 2.0 tools to be able to interact directly with consumers so the brands can always be in their minds, one of them by using Facebook fanpage This study aims to analyze the effect of user interaction on social media toward brand awareness and consumers repurchase intention. Data for this research were collected from member of McDonald's Facebook fanpage. They were then analyzed using Structural Equation Modelling method. The result of this research show that annoyance of content on Facebook fanpage have significant negative effect on brand awareness and positive word of mouth activities but does not have significantly negative effect on brand page commitment and consumers repurchase intention. The results if this research also shows that brand page commitment have significant positive effect on brand awareness, positive word of mouth activities, and consumers repurchase intention. In addition, the result of this research also shows that brand awareness has significant positive effect on positive word of mouth activity and consumers repurchase intention. The result also showed that positive word of mouth activities has not significant

positive effect on consumers repurchase intention.