

Pengaruh social media marketing terhadap purchase intention melalui customer relationship: studi pada pengikut akun instagram drive-in senja di DKI Jakarta = The effect of social media marketing on purchase intention through customer relationship: a study on followers of drive-in senja's instagram in DKI Jakarta

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Abstrak

Adanya perubahan komunikasi pemasaran dari tradisional ke digital membuat pemasar lebih mudah untuk memasarkan produknya. Selain itu, komunikasi pemasaran menggunakan media digital, terutama media sosial diterima baik oleh konsumen. Penelitian ini memiliki tujuan untuk menganalisis pengaruh social media marketing terhadap purchase intention melalui customer relationship pada pengikut akun Instagram Drive-in Senja di DKI Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data berupa survei. Jumlah sampel pada penelitian ini sebanyak 100 orang. Data penelitian dianalisis menggunakan analisis statistik deskriptif dan statistik inferensial yang meliputi analisis regresi linier sederhana, analisis regresi linier berganda dan uji Sobel. Hasil penelitian menunjukkan bahwa social media marketing memiliki pengaruh yang positif dan signifikan terhadap purchase intention dengan melalui customer relationship

.....There is a change in marketing communications from traditional to digital makes marketers easier to sell its products. In addition, the marketing communication through digital media, especially social media is accepted well by the customers. This study aims to analyze the effect of social media marketing on purchase intention through customer relationship on Followers of Drive-in Senja's Instagram in DKI Jakarta. The research uses social media marketing variable as an independent variable, purchase intention variable as a dependent variable, and customer relationship as a mediator variable. This study uses a quantitative approach with data collection techniques in the form of surveys. The number of samples from this study are 100 peoples. The research data are analyzed using descriptive statistics analysis and inferential statistics which included simple linear regression analysis, multiple linear regression analysis and sobel test. The results show that social media marketing had a positive and significant effect on purchase intention through customer relationship