

Pengaruh Social Media Marketing Activities, Electronic Word of Mouth dan Brand Equity Terhadap Purchase Intention di Era Covid-19: Studi pada Akun Instagram Summarecon Bekasi = Effect of Social Media Marketing Activities, Electronic Word of Mouth and Brand Equity toward Purchase Intention on Covid-19 Era: Case Study on Instagram Account Summarecon Bekasi

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Abstrak

Tujuan penelitian ini adalah untuk menjelaskan pengaruh social media marketing activities, electronic word of mouth dan brand equity terhadap purchase intention di era covid-19 studi pada akun instagram Summarecon Bekasi. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive dan snowball sampling terhadap populasi. Jumlah responden dalam penelitian ini adalah 175 orang yang didapatkan melalui online questionnaire. Data yang didapatkan diolah menggunakan SPSS, analisis statistik deskriptif dan regresi berganda. Hasil dari penelitian ini menunjukkan bahwa hubungan yang dimiliki dalam model penelitian signifikan dan saling memiliki pengaruh terhadap variabel dependen.This study aims to explain the effect of social media marketing activities, electronic word of mouth and brand equity toward purchase intention on covid-19 era case study on instagram account Summarecon Bekasi. The study uses a quantitative approach through survey methods based on purposive and snowball sampling of the population. The number of respondents in this study were 175 people obtained through an online questionnaire. The data obtained were processed using SPSS through descriptive statistical analysis and multiple regression . The results of this study indicate that the relationships held in the research model are significant and mutually influential toward dependent variable.