

Analisis pengaruh aktivitas social media marketing terhadap brand loyalty melalui brand trust: studi pada pengguna online marketplace reksa dana bibit.id di DKI Jakarta = The influence of social media marketing activities on brand loyalty through brand trust: a study among users of on mutual fund's online marketplace bibit.id in DKI Jakarta

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Abstrak

Dalam beberapa tahun terakhir, industri FinTech jenis online marketplace reksa dana di Indonesia mengalami pertumbuhan yang tinggi, dilihat dari banyaknya online marketplace reksa dana atau disebut Aperi FinTech yang bermunculan. Hal ini menyebabkan timbulnya persaingan yang membuat para bisnis online marketplace reksa dana berusaha semaksimal mungkin untuk membangun kepercayaan konsumen dan mempertahankan loyalitas pelanggan dengan berbagai cara, termasuk dalam aktivitas pemasaran perusahaan. Tujuan dari penelitian ini adalah menganalisis pengaruh aktivitas social media marketing pada media sosial instagram Bibit.id terhadap brand loyalty melalui brand trust pada pengguna online marketplace investasi reksa dana Bibit.id yang berdomisili di DKI Jakarta. Penelitian menggunakan pendekatan kuantitatif dengan metode survey berdasarkan purposive sampling. Jumlah responden dalam penelitian ini adalah 180 responden yang didapatkan melalui kuesioner online. Pengolahan data dilakukan menggunakan SmartPLS 3.3.2. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh antara aktivitas social media marketing terhadap brand loyalty melalui brand trust pada pengguna online marketplace Reksa Dana Bibit.id di DKI Jakarta.

.....In the last few years, the FinTech industry, a type of online marketplace mutual fund in Indonesia, has experienced high growth, seen from the number of online marketplaces mutual funds known as Aperi FinTech that have sprung up. This has led to competition, which makes online marketplace mutual funds' businesses should do their best to build consumer trust and maintain customer loyalty in various ways, including in the company's marketing activities. The purpose of this study was to analyze the effect of social media marketing activities on Bibit.id's social media instagram on brand loyalty through brand trust among users of the online marketplace mutual fund investment Bibit.id who are domiciled in DKI Jakarta. The study used a quantitative approach with a survey on purposive sampling. The number of respondents in this study was 180 respondents obtained through online questionnaires. Data processing was performed using SmartPLS 3.3.2. The results of this study indicate that there is an influence between activities social media marketing on brand loyalty through brand trust on users of the mutual funds' online marketplace Bibit.id in DKI Jakarta.