

Dampak pengaruh User Interaction pada Social Media terhadap Brand Awareness dan Purchase Intention (Studi Kasus: Akun Instagram Starbucks dan Kopi Kenangan) = The Impact of User Interaction in Social Media on Brand Awareness and Purchase Intention (Case Study: Starbucks and Kopi Kenangan's Instagram Page)

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Abstrak

Penelitian ini berfokus untuk mengamati pengaruh Interaksi Pengguna di Media Sosial terhadap Brand Awareness dan Purchase Intention pada Kasus Halaman Instagram Starbucks Indonesia dan Kopi Kenangan. Hasil penelitian ini menunjukkan bahwa untuk kedua merek, annoyance pada brand page berpengaruh negatif signifikan terhadap brand page commitment dan brand awareness, sedangkan annoyance pada brand awareness tidak berpengaruh terhadap word of mouth. Hasil penelitian ini juga menunjukkan bahwa untuk Starbucks, gangguan dengan brand awareness berpengaruh positif signifikan terhadap purchase Intention, sedangkan untuk Kopi Kenangan gangguan dengan brand awareness tidak berpengaruh terhadap Purchase Intention. Selain itu, hasil penelitian ini menunjukkan bahwa untuk kedua merek, brand page commitment berpengaruh positif signifikan terhadap brand awareness, word of mouth, sedangkan brand page commitment tidak berpengaruh terhadap purchase Intention untuk kedua merek. Hasil penelitian ini juga menunjukkan bahwa untuk kedua merek, brand awareness berpengaruh positif signifikan terhadap word of mouth dan purchase Intention. Terakhir, hasil penelitian menunjukkan bahwa untuk kedua merek, word of mouth berpengaruh positif signifikan terhadap purchase Intention.

.....This research focuses on observing the impact of User Interaction in Social Media on Brand Awareness and Purchase Intention for the Case of Starbucks Indonesia and Kopi Kenangan's Instagram page. The result of this research shows that for both brands, annoyance with the content of a brand page has a significant negative effect on brand page commitment and brand awareness, while annoyance with the content of a brand page has no effect on word of mouth. The result of this research also shows that for Starbucks, annoyance with the content of a brand page has a significant positive effect on purchase intention, while for Kopi Kenangan annoyance with the content of a brand page has no effect on purchase intention. In addition, the result of this research shows that for both brands, brand page commitment has a significant positive effect on brand awareness, word of mouth, while brand page commitment has no effect on purchase intention for both brands. The result of this research also shows that for both brands, brand awareness has a significant positive effect on word of mouth and purchase intention. Lastly, the result of this research shows that for both brands, word of mouth has a significant positive effect on purchase intention.