

Analisis Pengaruh Social Media Marketing Activities terhadap Attitude towards the Brand, Brand Experiences, dan Purchase Intention: Studi pada konsumen Brand Duha Muslimwear = Analysis of the Effect of Social Media Marketing Activities on Attitude towards the Brand, Brand Experiences, and Purchase Intentions: A Study on the Duha Muslimwear Brand Consumer

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Abstrak

Penelitian ini membahas pengaruh dari Social Media Marketing Activities oleh suatu merek fesyen muslim (Duha Muslimwear) terhadap Attitude towards the Brand, Brand Experiences, dan Purchase Intention pada konsumen muslim. Peneliti melakukan pengambilan sampel data menggunakan self-administered questionnaire dan mendapatkan 504 responden. Ditemukan bahwa Social Media Marketing Activities oleh merek fesyen muslim mempunyai pengaruh positif terhadap sikap konsumen terhadap merek dan Brand Experience. Brand Experience juga mampu mempengaruhi Attitude towards the Brand. Sementara itu, Purchase Intention dipengaruhi positif oleh Attitude towards the Brand. Attitude towards the Brand mempunyai peran sebagai mediasi penuh terhadap pengaruh Social Media Marketing Activities dan Brand Experience terhadap Purchase Intention. Penelitian ini juga menemukan bahwa pengaruh Social Media Marketing Activities terhadap Brand Experiences lebih kuat pada grup umur muda dibandingkan dengan grup umur yang lebih tua. Pengaruh Social Media Marketing Activities terhadap Brand Experiences juga dapat menguat dengan adanya Customer Engagement dan Religiosity. Penelitian ini juga menemukan bahwa Religiositas tidak menguatkan pengaruh Social Media Marketing Activities terhadap attitude seseorang terhadap merek dan purchase intention secara signifikan. Hasil penelitian ini dapat digunakan sebagai referensi pelaku industri fesyen muslim atau modest fashion untuk memaksimalkan pengaruh pemasaran media sosial serta keefektifan pesannya.

.....This study discusses the influence of Social Media Marketing Activities by a Muslim fashion brand (Duha Muslimwear) on Attitude towards the Brand, Brand Experiences, and Purchase Intentions of Muslim consumers. Researcher took data samples using self-administered questionnaire and got 504 respondents. This study found that Social Media Marketing Activities positively influence consumer's Attitudes towards the Brand and Brand Experience. Brand Experience also positively influence Attitude towards the Brand. Meanwhile, Attitude towards the Brand positively influence Purchase Intention. Attitude towards the Brand has a full mediation role on the influence of Social Media Marketing Activities and Brand Experience on Purchase Intention. This study also found that the influence of Social Media Marketing Activities on Brand Experiences was stronger in the younger age group than in the older age group. The influence of Social Media Marketing Activities on Brand Experiences can be strengthened by Customer Engagement and Religiosity. This study also found that religiosity did not significantly strengthen the influence of Social Media Marketing Activities on Attitude towards the Brand and Purchase Intention. The results of this study can be used as reference for Muslim fashion industry doers to maximize the influence of social media marketing and the effectiveness of the message.