

Analisis Fitur Social Media Advertising terhadap Brand Engagement dan Purchase Intention pada Brand Coffee-to-Go Lokal Indonesia = The Analysis of Social Media Advertising Features on Brand Engagement and Purchase Intention in Local Coffee-to-Go Brand in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari fitur Social Media Advertising (Interactivity, Perceived Relevance, Informativeness, dan Entertainment) terhadap Brand Engagement dalam konteks industri brand coffee-to-go lokal Indonesia. Sampel yang digunakan dalam penelitian ini adalah responden pria dan wanita berusia 17-41 tahun yang berdomisili di Indonesia, mengikuti akun media sosial Instagram dari salah satu brand coffee-to-go lokal Indonesia, serta mengetahui dan pernah membeli produk coffee-to-go dalam waktu 3 bulan terakhir. Terdapat 233 responden yang berhasil dikumpulkan dalam penelitian dengan menggunakan online survey. Data yang dikumpulkan dianalisis dengan metode Partial Least Square - Structural Equation Modeling (SEM) dan menggunakan software SmartPLS. Hasil dari penelitian menunjukkan bahwa keempat fitur Social Media Advertising yang diteliti memiliki pengaruh secara signifikan terhadap Brand Engagement. Dimana Interactivity, Perceived Relevance, Informativeness, dan Entertainment secara signifikan mempengaruhi Brand Engagement, dengan pengaruh paling besar dari variabel Interactivity. Hasil penelitian juga menunjukkan bahwa Brand Engagement berpengaruh secara positif terhadap Purchase Intention, serta Brand Engagement terbukti secara signifikan memediasi hubungan antara keempat fitur Social Media Advertising (Interactivity, Perceived Relevance, Informativeness, dan Entertainment) dengan Purchase Intention pada industri coffee-to-go lokal Indonesia.

.....This research is aimed to determine the impact of Social Media Advertising (Interactivity, Perceived Relevance, Informativeness, and Entertainment) on Brand Engagement in the local coffee-to-go industry in Indonesia. The sample used in this research is female and men between 17-41 years old domiciled in Indonesia, following one of the Instagram accounts of local coffee-to-go brands in Indonesia, and have known and purchased coffee-to-go products within the last 3 months. There are 233 respondents who have been obtained through online survey in this research. The data that has been gained is then analyzed using Partial Least Square - Structural Equation Modeling (SEM) method and using SmartPLS software. The results of this research shows that all of the four social media advertising features analyzed significantly affect brand engagement. Whereas Interactivity, Perceived Relevance, Informativeness, and Entertainment significantly affects Brand Engagement, with the highest effect from Interactivity variable. Furthermore, the results of this research shows that Brand Engagement positively affects Purchase Intention, and Brand Engagement, proven to significantly mediate the relationship between those four Social Media Advertising features (Interactivity, Perceived Relevance, Informativeness, and Entertainment) and Purchase Intention in the local coffee-to-go industry in Indonesia.