

Pengaruh Digital Marketing terhadap Attitude toward digital marketing dan Purchase Intention yang dimoderasi Brand Awareness = The Impact of Digital Marketing to The Attitude Toward Digital Marketing and Purchase Intention Moderated by Brand Awareness

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh digital marketing yang terdiri dari search engine advertising, content marketing, sosial media dan e-mail marketing terhadap attitude toward digital marketing dan purchase intention dan pengaruh moderasi dari brand awareness, tujuan berikutnya adalah mengetahui saluran digital marketing mana yang paling berpengaruh terhadap membangun sikap dan intensi pembelian konsumen. Data dikumpulkan melalui kuesioner, kepada responden yang berada di Indonesia, memiliki usia minimal 17 tahun, pernah terekspos digital marketing dalam 2 bulan terakhir, dan memiliki sosial media yang aktif. Kuesioner disebar melalui Whatsapp, Instagram dan Line. Responden yang didapatkan sebanyak 253 dan yang lulus tahap screening sebanyak 242. Peneliti menggunakan Partial Least Square Structural Equation Modelling (PLS-SEM) untuk menganalisis pengaruh peran digital marketing terhadap attitude toward digital marketing dan purchase intention dan peran moderasi dari brand awareness. Hasil penelitian ini adalah media sosial berpengaruh secara positif dan signifikan terhadap attitude toward digital marketing dan purchase intention, e-mail marketing berpengaruh positif dan signifikan terhadap attitude toward digital marketing. Attitude toward digital marketing juga memiliki pengaruh positif terhadap purchase intention.This research aims to determine the impact of digital marketing which consist of search engine advertising, content marketing, social media and e-mail marketing on attitude toward digital marketing and purchase intention and moderating effect of brand awareness, the next goal is to find out which digital channels marketing has the most influence on building consumer attitude and intention. Data was collected through a questionnaire, the responden who are in Indonesia, have a minimum age of 17 years old, have been exposed by digital marketing in the last 2 month, and have active social media. Questionnaires were distributed via Whatsapp, Instagram and Line. There were 253 responden obtained and only 242 who passed screening stage. Reaseacher use Partial Least Square Structural Equation Modeling (PLS-SEM) to analyze the influence of the role of digital marketing on attitude toward digital marketing and purchase intention and moderating role of brand awareness. The result of this study are that social media has positive and significant effect on attitude toward digital marketing and purchase intention, e-mail marketing has a positive and significant effect on attitude toward digital marketing. Attitude toward digital marketing also has a positive influence on purchase intention.