

Pengaruh social network marketing dan consumer engagement terhadap purchase intention vendor pernikahan pengantin perempuan di Jakarta = The impact of social network marketing and consumer engagement on purchasing intention of bride wedding vendors in Jakarta

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Abstrak

Dengan latar belakang perkembangan teknologi yang semakin masif, penelitian ini menguji pengaruh antara Social Network Marketing, Consumer Engagement dan Purchase Intention. Objek penelitian difokuskan pada pengantin perempuan di Jakarta dan media sosial instagram sebagai media sosial yang banyak digunakan oleh perempuan. Penelitian dilakukan dengan metode SEM menggunakan aplikasi Smart-PLS. Pengumpulan data dilakukan dengan menggunakan teknik survey dengan menyebarkan kuesioner online pada tagar #weddingjakarta dari Oktober 2022-Desember 2022. Kriteria responden yang dicari dalam penelitian ini adalah perempuan yang, berdomisili atau melaksanakan pernikahan di Jakarta, dan menggunakan instagram. Kuesioner disebar melalui media sosial seperti whatsapp dan instagram. Sebanyak 385 responden yang terpilih untuk dapat dijadikan data. Hasil penelitian menyebutkan bahwa Consumer Engagement berpengaruh positif signifikan terhadap Purchase Intention, Social Network Marketing berpengaruh positif signifikan terhadap Consumer Engagement, Social Network Marketing berpengaruh positif signifikan terhadap Purchase Intention, dan Social Network Marketing berpengaruh terhadap Purchase Intention melalui Consumer Engagement. Berdasarkan hasil penelitian ini maka dapat dinyatakan bahwa ketiga konsep teruji. Temuan ini dapat diterapkan pada subjek perempuan kota yang berniat melakukan pembelian penyedia jasa pernikahan Wedding Planner. Saran untuk penelitian selanjutnya adalah fokus pada konsep WOM dan E-WOM.

.....Against the background of increasingly massive technological developments, this research examines impact of Social Network Marketing, and Consumer Engagement on Purchase Intention. The object of research is focused on brides in Jakarta and Instagram as social media that is widely used by women. The research was conducted using the SEM method with the Smart-PLS application. Data collection was carried out using a survey technique by distributing online questionnaires on the hashtag #weddingjakarta from October 2022-December 2022. The criteria for respondents sought in this study were women, domiciled or carrying out marriages in Jakarta, and using Instagram. Questionnaires were distributed via social media such as WhatsApp and Instagram. A total of 385 respondents were selected to be used as data. The results of the study stated that Consumer Engagement had a significant positive effect on Purchase Intention, Social Network Marketing had a significant positive effect on Consumer Engagement, Social Network Marketing had a significant positive effect on Purchase Intention, and Social Network Marketing influenced Purchase Intention through Consumer Engagement. Based on the results of this study, it can be stated that the three tested concepts can be applied to female who intend to buy a Wedding Planner service provider. Suggestions for further research are to focus on the concept of WOM and E-WOM.