

Dampak Keterlibatan pada Laman Media Sosial Merek dan Pengaruhnya Terhadap Niat Pembelian pada Merek Kecantikan Lokal = The Impact of Involvement on a Brand's Social Media Page and its Influence on The Purchase Intention of Local Beauty Brands

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Abstrak

Tujuan dari penelitian ini adalah untuk menguji pengaruh customer involvement on a brand's social media terhadap Purchase Intention, serta variabel mediasi attitude toward the brand's social media. Responden dalam penelitian ini adalah pengguna Instagram dan/atau TikTok berusia 18-34 tahun yang mengetahui dan pernah berinteraksi dengan konten media sosial dari brand kecantikan lokal di Instagram atau TikTok. Data diolah dengan menggunakan metode Partial Least Squares - Structural Equation Modeling (SEM PLS).

Temuan penelitian ini menunjukkan bahwa customer involvement on a brand's social media berpengaruh negatif terhadap purchase intention, yang terutama dipengaruhi oleh information quality dari konten yang disediakan. Brand familiarity tidak memiliki dampak signifikan terhadap keterlibatan pelanggan. Selain itu, customer involvement on a brand's social media menghasilkan sikap positif attitude toward the brand's social media page, yang memengaruhi purchase intention di masa mendatang dari merek tersebut.

.....The purpose of this study is to examine the impact of customer involvement on a brand's social media on purchase intention, as well as the mediating variables of attitude toward the brand's social media. The participants in this study are 18-34-year-old Instagram and/or TikTok users who are aware of and have interacted with social media content from a local beauty brand on Instagram or TikTok. The data was processed using the Partial Least Squares - Structural Equation Modeling (SEM PLS) method. The findings of this study indicate that customer involvement on a brand's social media has a negative effect on purchase intention, which is primarily influenced by the information quality of the content provided. Brand familiarity has no significant impact on customer involvement. Furthermore, involvement in a brand's social media page resulted in a positive attitude toward the brand's social media page, which influences future purchase intention from the brand.