

Pengaruh Branded Content Experiences Dalam Media Sosial Instagram Terhadap Customer Curiosity, Brand Engagement, Dan Purchase Intention (Studi Pada Bobocabin) = The Effect of Branded Content Experiences on Instagram Social Media Towards Customer Curiosity, Brand Engagement, and Purchase Intention (A Study of Bobocabin)

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Abstrak

Industri perhotelan sedang bertumbuh dan kembali berkembang dengan memunculkan beragam jenis-jenis hotel unik, salah satunya adalah glamping atau glamorous camping yang didirikan oleh Bobocabin. Penelitian ini bertujuan untuk mengetahui pengaruh utilitarian, social bonding, dan aesthetic branded content experiences terhadap customer curiosity, brand engagement, dan purchase intention, yang nantinya dapat dimanfaatkan untuk membuat strategi pemasaran yang efektif. Metode penelitian menggunakan metode kuantitatif, khususnya pendekatan konklusif deskriptif. Sedangkan untuk sampling menggunakan non-probability sampling, secara khusus menggunakan judgemental sampling. Data primer didapatkan dengan metode survei melalui penyebaran kuesioner secara daring kepada 367 responden yang memenuhi kriteria penelitian, yaitu berusia 18-34 tahun, berdomisili di Pulau Jawa, merupakan pengguna aktif Instagram, pernah berinteraksi dengan Instagram Bobocabin, serta belum pernah menginap atau menggunakan jasa hotel Bobocabin. Kuesioner disebarakan melalui media sosial, seperti WhatsApp, LINE, Instagram, dan Twitter. Metode analisis data dilakukan dengan CB-SEM menggunakan LISREL 8.80. Hasil penelitian membuktikan bahwa utilitarian, social bonding, dan aesthetic branded content experiences memiliki pengaruh positif terhadap customer curiosity. Selanjutnya terbukti juga bahwa customer curiosity memiliki pengaruh positif terhadap brand engagement dan purchase intention, sementara brand engagement terbukti tidak memiliki pengaruh terhadap purchase intention.

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The hospitality industry is experiencing growth and development, with the emergence of various unique types of hotels, one of which is glamping or glamorous camping, established by Bobocabin. This study aims to explore the effects of utilitarian, social bonding, and aesthetic branded content experiences on customer curiosity, brand engagement, and purchase intention, which can then be used to formulate effective marketing strategies. The research employs a quantitative methodology, specifically a descriptive conclusive approach. Non-probability sampling is utilized, with a particular focus on judgmental sampling. Primary data were collected through a survey administered via an online questionnaire to 367 respondents meeting the study's criteria: aged 18-34 years, residing on Java Island, active Instagram users, having interacted with Bobocabin's Instagram account, and having never stayed at or used the services of Bobocabin. The questionnaire was disseminated through social media platforms such as WhatsApp, LINE, Instagram, and Twitter. Data analysis was conducted using CB-SEM with LISREL 8.80. The study's findings demonstrate that utilitarian, social bonding, and aesthetic branded content experiences positively influence customer curiosity. Furthermore, customer curiosity was found to have a positive effect on both brand engagement and purchase intention, whereas brand engagement was shown to have no significant impact on purchase intention.