

# Pengaruh Social Media Marketing Activities Terhadap Consumer Behavior Intention Melalui Mediasi Perceived Value, Trust, dan Brand Image pada Followers Instagram Netflix Indonesia = The Influence of Social Media Marketing Activities on Consumer Behavior Intention Through the Mediation of Perceived Value, Trust, and Brand Image on Netflix Indonesia Instagram Followers

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## Abstrak

Saat ini, media sosial menjadi platform penting untuk promosi dan membangun kepercayaan terhadap brand. Instagram populer di kalangan generasi Z dan milenial di Indonesia serta digunakan juga oleh brand, salah satunya adalah Netflix, untuk menjangkau dan berinteraksi dengan audiensnya, meningkatkan brand awareness, serta mendorong penjualan. Penelitian ini menggunakan kerangka Stimulus-Organism-Theory (S-O-R) dengan fokus pada Instagram Netflix Indonesia. Penelitian ini mengumpulkan data primer melalui kuesioner yang disebar secara online kepada followers Instagram Netflix Indonesia kemudian diolah dengan software SmartPLS 3 dengan metode PLSSEM. Hasil dari 187 responden menunjukkan social media marketing activities berpengaruh positif dan signifikan terhadap subscription intention, willingness to pay premium price, willingness to recommend, perceived value, trust, dan brand image. Perceived value dan brand image memiliki efek mediasi parsial, sementara trust tidak memiliki pengaruh signifikan.

.....Currently, social media is an important platform for promotion and building brand trust. Instagram is popular among generation Z and millennials in Indonesia and is also used by brands, one of which is Netflix, to reach and interact with its audience, increase brand awareness, and drive sales. This research uses the Stimulus-Organism-Theory (S-O-R) framework with a focus on Netflix Indonesia's Instagram. This study collected primary data through questionnaires that were distributed online to Netflix Indonesia Instagram followers and then analyzed using SmartPLS 3 software with the PLS-SEM method. The results from 187 respondents show that social media marketing activities have a positive and significant effect on subscription intention, willingness to pay premium price, willingness to recommend, perceived value, trust, and brand image. Perceived value and brand image have a partial mediating effect, while trust has no significant effect.