

Jenis Konten Kontraktor Design & Build Rumah Di Instagram Yang Berpengaruh Meningkatkan Engagement Outcomes (Analisis dengan Mediasi Customer Engagement Dan Moderasi Self-Congruence) = Types of Home Design & Build Contractor Content on Instagram That Have an Influence on Increasing Engagement Outcomes (Analysis with Customer Engagement Mediation and Self-Congruence Moderation)

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Abstrak

Penelitian tesis ini mengkaji dampak jenis konten media sosial terhadap marketing outcomes dalam pemasaran digital layanan desain dan pembangunan perumahan, dengan penekanan pada keterlibatan pelanggan. Studi ini mengeksplorasi bagaimana berbagai jenis konten media sosial—infotainment, relasional, dan remunerasif—mempengaruhi engagement outcomes dan bagaimana keterlibatan pelanggan memediasi efek-efek ini. Selain itu, penelitian ini juga meneliti peran moderasi self-congruence dalam hubungan antara keterlibatan pelanggan dan hasil pemasaran. Dalam penelitian ini, terdapat sebanyak 215 responden pengguna instagram yang pernah terpapar konten kontraktor design & build rumah yang berpartisipasi. Hipotesis penelitian ini diuji dengan structural equation modelling-partial least equation (SEM-PLS). Hasil penelitian menunjukkan konten infotainment, relasi, dan remunerasif dapat meningkatkan customer engagement dan marketing outcomes. Konten infotainment paling signifikan dapat meningkatkan customer engagement serta kemauan audience untuk melakukan marketing outcomes berupa word-of-mouth dan customer experience. Selanjutnya, konten relasi paling signifikan dapat meningkatkan customer engagement dan membangun customer trust. Namun, self-congruence dalam penelitian ini tidak memberikan efek moderasi pengaruh antara customer engagement dan marketing outcomes.

.....This thesis research examines the impact of social media content types on marketing outcomes in digital marketing of housing design and construction services, with an emphasis on customer involvement. This study explores how different types of social media content—infotainment, relational, and remunerative—affect engagement outcomes and how customer engagement mediates these effects. In addition, this research also examines the moderating role of self-congruence in the relationship between customer engagement and marketing outcomes. In this research, there were 215 Instagram user respondents who had been exposed to the content of participating home design & build contractors. This research hypothesis was tested using a structural equation model-partial least equations (SEM-PLS). The research results show that infotainment, relationship and remunerative content can increase customer engagement and marketing results. The most significant infotainment content can increase customer engagement as well as the audience's desire to engage in marketing results in the form of word-of-mouth and customer experience. Additionally, the most significant relationship content can increase customer engagement and build customer trust. However, self-conformity in this study did not provide a moderating effect on the influence between customer involvement and marketing outcomes.