

Faktor-Faktor yang Mempengaruhi Niat Partisipasi Kembali Konsumen Pada Kontes Online Media Sosial = Factors Influencing Customer Intention to Re-participate in Social Media Contest

Rinka Apsari, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui apa saja faktor yang mempengaruhi seorang konsumen untuk berpartisipasi dalam kontes online media sosial. Teori yang digunakan adalah Theory of Planned Behavior, Theory of Social Exchange, dan Theory of Social Identity dalam menentukan variabelnya. Data didapatkan dari 307 responden yang disebarkan melalui media sosial di Indonesia. Model penelitian dengan sepuluh hipotesis ini diuji menggunakan Structural Equation Modelling - Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa variabel experience, perceived benefit, attitude, dan perceived behavioral control memiliki hubungan positif terhadap intention to participate dengan experience memiliki pengaruh terbesar. Experience juga memiliki pengaruh positif terhadap perceived behavioral control.

.....This research aims to explore the factors that influences customer intention to re-participate in social media contest. This research combines Theory of Planned Behavior, Theory of Social Exchange, dan Theory of Social Identity in the proposed model. Data is obtained from 307 respondents through survey. Ten hypotheses in this model were analyzed Structural Equation Modelling-Partial Least Squares (SEM-PLS). The result showed that experience, perceived benefit, attitude, dan perceived behavioral control has a positive significant relationship with intention to participate. Also, experience holds the biggest effect on the intention and perceived behavioral control.