

Analisis Pengaruh Firm-Generated Content (FGC) dan User-Generated Content (UGC) terhadap Brand Trust dan Perceived Value dengan dimediasi Social Media Brand Engagement (SMBE) : Studi Empiris pada Residential Property di Indonesia = Analysis of the Influence of Firm-Generated Content (FGC) and User-Generated Content (UGC) on Brand Trust and Perceived Value through Social Media Brand Engagement (SMBE): An Empirical Study on Residential Property in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi pengaruh User Generated Content (UGC) dan Firm Generated Content (FGC) terhadap keterlibatan merek di media sosial (Social Media Brand Engagement atau SMBE) serta dampaknya terhadap Brand Trust dan Perceived Value. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui survei yang melibatkan 369 responden dari sampel yang mengikuti akun merek dari properti residensial dan akun influencer properti residensial di Indonesia. Temuan menunjukkan bahwa UGC dan FGC memiliki pengaruh positif yang signifikan terhadap Brand Trust dan Perceived Value, dengan SMBE berfungsi sebagai mediator dalam hubungan ini. Selanjutnya, hasil juga menunjukkan bahwa Social Media Influencer Endorsement berpengaruh signifikan dalam memoderasi hubungan antara FGC dan SMBE, serta Self-image Congruence berpengaruh signifikan dalam memoderasi hubungan antara UGC dan SMBE. Hasil penelitian ini memberikan panduan praktis bagi perusahaan di sektor properti residensial untuk memanfaatkan UGC dan FGC dalam strategi pemasaran mereka. Dengan memahami pentingnya keterlibatan merek di media sosial, perusahaan dapat meningkatkan hubungan dengan konsumen dan mencapai hasil yang lebih baik dalam pemasaran digital.

.....This study aims to explore the impact of User Generated Content (UGC) and Firm Generated Content (FGC) on brand engagement in social media, referred to as Social Media Brand Engagement (SMBE), as well as their effects on brand trust, consumer satisfaction, and perceived value. The research employs a quantitative approach, collecting data through surveys involving 369 respondents sampled from followers of residential property brand accounts and residential property influencer accounts in Indonesia. The findings indicate that both UGC and FGC have a significant positive influence on Brand Trust and Perceived Value, with SMBE serving as a mediator in these relationships. However, the results also reveal that Social Media Influencer Endorsement does significantly moderate the relationship between FGC and SMBE, and Self-image Congruence does significantly moderate the relationship between UGC and SMBE. The results of this study provide practical guidance for companies in the property sector to leverage UGC and FGC in their marketing strategies. By understanding the importance of brand engagement in social media, companies can enhance their relationships with consumers and achieve better outcomes in digital marketing.