

Pengaruh Social Media Marketing dan Perceived Platform Privacy terhadap Intention to Continue Using Platform: Studi pada Aplikasi Investasi Online di Indonesia = The Influence of Social Media Marketing and Perceived Platform Privacy on Intention to Continue Using the Platform: A Study on Online Investment Applications in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Social Media Marketing dan Perceived Platform Privacy terhadap Intention to Continue Using Platform pada aplikasi investasi online di Indonesia, dengan studi kasus pada aplikasi Bibit. Data diperoleh dari 400 responden yang dipilih menggunakan metode Purposive Sampling. Kriteria responden adalah pengguna aplikasi investasi Bibit dalam enam bulan terakhir dan aktif menggunakan media sosial seperti Facebook, Instagram, YouTube, Twitter/X, dan TikTok. Analisis dilakukan menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Social Media Marketing berpengaruh positif terhadap Brand Trust, Brand Image, dan Intention to Continue Using Platform, baik langsung maupun tidak langsung. Social Media Marketing juga berpengaruh positif terhadap Perceived Platform Privacy, dan Perceived Platform Privacy berpengaruh positif terhadap Intention to Continue Using Platform. Temuan ini diharapkan mendukung pengembangan strategi pemasaran aplikasi investasi online, terutama melalui peningkatan kepercayaan dan citra merek serta penguatan privasi platform.

.....This study aims to analyze the influence of Social Media Marketing and Perceived Platform Privacy on Intention to Continue Using Platform in the context of online investment applications in Indonesia, with a case study on the Bibit application. Data were collected from 400 respondents selected using the Purposive Sampling method. The criteria for respondents included users of the Bibit investment application within the past six months and active users of social media platforms such as Facebook, Instagram, YouTube, Twitter/X, and TikTok. The analysis was conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results of the study indicate that Social Media Marketing positively affects Brand Trust, Brand Image, and Intention to Continue Using Platform, both directly and indirectly. Social Media Marketing also positively affects Perceived Platform Privacy, and Perceived Platform Privacy positively influences Intention to Continue Using Platform. These findings are expected to support the development of marketing strategies for online investment applications, particularly by enhancing Brand Trust, Brand Image, and Platform Privacy.