

Analisis Keterlibatan Pelanggan dalam Aplikasi Pesan-Antar Makanan Indonesia melalui Pemasaran Media Sosial di Instagram = Analysis of Customer Engagement in Indonesian Food Delivery App through Social Media Marketing on Instagram

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Abstrak

Penelitian ini mengkaji pengaruh dari elemen-elemen pemasaran dalam media sosial, khususnya Instagram, terhadap keterlibatan pelanggan, serta pengaruh dari keterlibatan pelanggan terhadap perilaku konsumen. Tujuan utama dari penelitian ini adalah untuk mencari tahu apakah elemen-elemen pemasaran dalam media sosial seperti perceived informativeness, perceived interactivity, personalization, trendiness, dan word-of-mouth memiliki pengaruh positif yang signifikan terhadap customer engagement, serta pengaruh positif yang signifikan dari customer engagement sendiri terhadap co-production, customer referral, purchase intention, dan customer satisfaction. Menggunakan metode penelitian kuantitatif dan desain konklusif, data dikumpulkan melalui kuesioner yang disebarluaskan secara daring kepada 241 responden yang terqualifikasi berdasarkan kriteria responden yang telah ditentukan. Hasil penelitian menunjukkan bahwa tiga dari lima elemen pemasaran media sosial yakni perceived informativeness, trendiness, dan word-of-mouth memiliki pengaruh positif yang signifikan terhadap customer engagement, sedangkan dua lainnya yakni perceived interactivity dan personalization memiliki pengaruh positif yang tidak signifikan. Selain itu, ditemukan juga bahwa customer engagement memiliki pengaruh positif yang signifikan terhadap keempat perilaku konsumen. Penelitian ini membuka wawasan penting bagi para perusahaan aplikasi layanan pesan-antar makanan di Indonesia, terutama bagi para manajer di bidang pemasaran agar mereka bisa mengatur strategi pemasaran media sosial Instagram yang efektif untuk menunjang keterlibatan pelanggan dan mendukung perilaku konsumen yang positif dan menguntungkan.

.....This study examines the influence of marketing elements in social media, especially Instagram, on customer engagement, as well as the influence of customer engagement on consumer behavior. The main objective of this study is to find out whether social media marketing elements such as perceived informativeness, perceived interactivity, personalization, trendiness, and word-of-mouth have a significant positive effect on customer engagement, as well as the significant positive effect of customer engagement on co-production, customer referral, purchase intention, and customer satisfaction. Using quantitative research methods and a conclusive design, data was collected through a questionnaire distributed online to 241 qualified respondents based on predetermined respondent criteria. The results showed that three of the five elements of social media marketing namely perceived informativeness, trendiness, and word-of-mouth have a significant positive influence on customer engagement, while the other two namely perceived interactivity and personalization have an insignificant positive influence. In addition, it was also found that customer engagement has a significant positive influence on all four consumer behaviors. This research provides important insights for food delivery app companies in Indonesia, especially for marketing managers, so that they can set up effective Instagram social media marketing strategies to support customer engagement and support positive and profitable consumer behavior.