

ABSTRAK

Steven Adi (01619190043), Michael Aldrianus (01619190037), Cedric Wilhelm Sinclair (01619190038)

PENGARUH *FIRM GENERATED CONTENT* DAN *USER GENERATED CONTENT* TERHADAP NIAT BELI SECARA *ONLINE*: STUDI PADA PRODUK SEPATU DI INSTAGRAM

(120 halaman; 22 gambar; 28 tabel; 4 lampiran)

Penelitian ini dilakukan untuk menganalisis pengaruh *firm generated content* terhadap *perceived quality*, pengaruh *firm generated content* terhadap *brand awareness*, pengaruh *firm generated content* terhadap *brand association*, pengaruh *user generated content* terhadap *perceived quality*, pengaruh *user generated content* terhadap *brand awareness*, pengaruh *user generated content* terhadap *brand association*, pengaruh *perceived quality* terhadap *purchase intention*, pengaruh *brand awareness* terhadap *purchase intention*, pengaruh *brand association* terhadap *purchase intention* pada produk sepatu di Instagram.

Penelitian ini melibatkan 407 responden di Indonesia yang merupakan pengguna *platform* Instagram dan pernah berbelanja produk sepatu menggunakan *platform* Instagram. Pengumpulan data dilakukan dengan menyebarkan kuesioner yang berisi 27 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *convenience sampling*. Data dianalisis dengan metode *Structural Equation Modelling* (SEM) berbasis SmartPLS 3.3.2. Hasil penelitian menunjukkan bahwa *user generated content* dan *firm generated content* berpengaruh positif dan signifikan terhadap *perceived quality*, *brand awareness*, dan *brand association*. *Perceived quality* dan *brand association* juga memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Namun *brand awareness* tidak memiliki pengaruh signifikan terhadap *purchase intention*. Hasil penelitian ini dapat digunakan sebagai tolak ukur dan pertimbangan bagi perusahaan dalam meningkatkan strategi pemasaran, mengembangkan *brand*-nya, serta menjadi bahan informasi bagi konsumen dalam melakukan pembelian.

Kata Kunci : *Purchase Intention, User Generated Content, Firm Generated Content, Perceived Quality, Brand Awareness, Brand Association*

ABSTRACT

Steven Adi (01619190043), Michael Aldrianus (01619190037), Cedric Wilhelm Sinclair (01619190038)

THE INFLUENCE OF FIRM GENERATED CONTENT AND USER GENERATED CONTENT ON ONLINE PURCHASE INTENTION: THE EVIDENCE FOR SHOES PRODUCTS ON INSTAGRAM

(120 pages; 22 pictures; 28 tables; 4 attachments)

The purpose of this study is to analyze the effect of firm generated content on perceived quality, analyzing the effect of firm generated content on brand awareness, analyzing the effect of firm generated content on brand association, analyzing the effect of user generated content on perceived quality, analyzing the influence of user generated content on brand awareness, analyzing the effect of user generated content on brand association, analyzing the effect of perceived quality on purchase intention, analyzing the effect of brand awareness on purchase intention, analyzes the effect of brand association on purchase intention of shoe products on Instagram.

This study is using 407 respondece in Indonesia who using an Instagram platform and ever buy a shoes using Instagram platform customers in Indonesia. Data are collected using 27 items questionnaires that measured with 1-5 Likert Scale and distributed with convenience sampling method. Structural Equation Modelling (SEM) method on SmartPLS 3.3.2 system is used to analyze the data. The study result suggest that user generated content and firm generated content have positive and significant effect towards perceived quality, brand awareness, and brand association. Perceived quality and brand association have positive and significant effect towards purchase intention. However brand awareness doesn't have significant effect towards purchase intention. The results of this study can be used as benchmarks and considerations for companies in improving marketing strategies, developing their brands, and becoming information materials for consumers in making purchases.

Keywords : *Purchase Intention, User Generated Content, Firm Generated Content, Perceived Quality, Brand Awareness, Brand Association*