

ABSTRAK

Febrina Valentina Sutanto (01619170086)

PENGARUH *SOCIAL MEDIA MARKETING* MELALUI INSTAGRAM DAN EWOM YANG DIMEDIASI OLEH *BRAND LOYALTY* TERHADAP *PURCHASE DECISION*. STUDI KASUS: PRODUK PISANG NUGGET
(xiii+142 halaman: 12 gambar; 29 tabel; 4 lampiran)

Saat ini banyak pelaku usaha memilih melakukan pemasaran melalui media sosial, salah satunya Instagram. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* dan eWOM terhadap *brand loyalty*, pengaruh *social media marketing* dan eWOM terhadap *purchase decision*, pengaruh *brand loyalty* terhadap *purchase decision* dan pengaruh *brand loyalty* sebagai variabel mediasi antara *social media marketing* dan eWOM terhadap *purchase decision*. Responden penelitian berjumlah 220 orang yang merupakan pengikut (*follower*) dari akun Instagram @bananugget_jkt atau @pisanggaia_bni. Data penelitian didapatkan melalui penyebaran kuesioner online dengan item pertanyaan dalam bentuk skala Likert yang kemudian diolah dengan PLS 3.2. Hasil penelitian menunjukkan, *social media marketing* dan eWOM berpengaruh positif dan signifikan terhadap *brand loyalty*, *social media marketing* dan *brand loyalty* berpengaruh positif dan signifikan terhadap *purchase decision*, eWOM tidak berpengaruh signifikan terhadap *purchase decision* dan *brand loyalty* berperan sebagai variabel *intervening* yang menghubungkan *social media marketing* dan eWOM dengan *purchase decision*. Perbedaan hasil penelitian ini dengan penelitian yang dilakukan Bong Wan Zhung (2017) adalah terdapat satu hipotesis yang ditolak, yaitu pengaruh eWOM terhadap *purchase decision*. Hal ini terjadi karena tidak terpenuhinya salah satu dimensi eWOM, yaitu Intensity. Implikasi penemuan ini adalah perlu ditingkatkannya aktifitas yang menarik konsumen untuk lebih banyak berinteraksi dengan *brand* atau dengan konsumen lainnya sehingga terus meningkatkan *electronic word of mouth*, *brand loyalty* dan *purchase decision*.

Kata kunci: *Social media marketing*, *Digital Marketing Strategy*, *Electronic Word of Mouth*, *Brand Loyalty*, *Purchase Decision*.

ABSTRACT

Febrina Valentina Sutanto (01619170086)

INFLUENCE OF *SOCIAL MEDIA MARKETING* THROUGH INSTAGRAM AND EWOM MEDIATED BY BRAND LOYALTY TOWARDS PURCHASE DECISION. CASE STUDY: PISANG NUGGET PRODUCT

(xiii+142 pages; 12 pictures; 29 tables; 4 attachments)

Nowadays, people are more likely to use social media for their marketing activities such as Instagram. This study aims to analyze the influence of social media marketing and eWOM on brand loyalty, social media marketing and eWOM on purchase decision, brand loyalty on purchase decision and brand loyalty as an intervening variable mediating social media marketing and eWOM towards purchase decision. The respondents are 220 people from @bananugget_jkt or @pisanggaia_bni followers on Instagram. Respondents were collected by online survey with Likert scale questionnaire which later processed with PLS 3.2.8. The results showed that social media marketing and eWOM affects brand loyalty positively and significantly, social media marketing and brand loyalty affects purchase decision positively and significantly, eWOM does not affects purchase decision significantly and brand loyalty acts as an intervening variable that mediates the influence of social media marketing and eWOM. The difference from previous study which conducted by Bong Wan Zhung (2017) is one hypothesis is being rejected, which is the impact of eWOM on purchase decision. This caused by one of the eWOM dimensions, intensity is not fulfilled on this study. The implication of these findings is that companies need to improve their social media activities to encourage consumers to interact more often with other consumers or with the brand itself to increase electronic word of mouth, brand loyalty and purchase.

Key Words: Social media marketing, Digital Marketing Strategy, Electronic Word of Mouth, Brand Loyalty, Purchase Decision.