

ABSTRAK

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PENGARUH SOCIAL MEDIA MARKETING ACTIVITIES, SERVICE QUALITY DAN EWOM TERHADAP PURCHASE INTENTION DENGAN EMOTIONAL EXPERIENCE SEBAGAI VARIABEL MEDIASI

(xix + 86 halaman; 7 gambar; 40 tabel; 7 lampiran)

Perkembangan teknologi internet dan penggunaan media sosial yang semakin meningkat membuat hampir seluruh sektor industri semakin menerapkan teknologi tersebut sebagai penunjang kemajuan sebuah bisnis, tidak terkecuali sektor ekonomi kreatif. Subsektor desain interior sebagai salah satu bagian dari ekonomi kreatif tidak luput dari digitalisasi baik dari metode perancangan, strategi *marketing*, hingga proses transaksi, khususnya pada masa pandemi Covid-19 pada tahun 2020 yang menyebabkan banyak proses dalam bisnis desain interior yang harus dilakukan secara *online*.

Penelitian ini bertujuan untuk menguji model penelitian terdahulu, yaitu pengaruh *social media marketing activities*, *service quality*, dan *electronic word of mouth* terhadap *purchase intention* dengan *emotional experience* sebagai variabel mediasi. Penelitian ini menggunakan *brand Dekoruma* yang merupakan salah satu penyedia produk dan jasa desain interior di Indonesia sebagai fokus penelitian. Responden diperoleh dengan teknik *snowball sampling* dengan 72 responden yang memenuhi persyaratan. Data dikumpulkan melalui kuesioner yang terdiri dari 28 pertanyaan yang disebarluaskan secara *online*. Data yang berhasil terkumpul dianalisis dengan metode SEM berbasis PLS.

Hasil penelitian menunjukkan bahwa *social media marketing activities* dan *electronic word of mouth* memiliki pengaruh positif terhadap *purchase intention*, dan pengaruh ini akan menjadi lebih kuat apabila dimediasi oleh *emotional experience*. Akan tetapi *service quality* tidak secara langsung mempengaruhi *purchase intention*, melainkan harus menggunakan *emotional experience* sebagai variabel mediasi.

Referensi: 32 (1999-2020)

Kata kunci: *social media marketing activities*, *service quality*, *electronic word of mouth*, *emotional experience*, *purchase intention*

ABSTRACT

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**THE INFLUENCES OF SOCIAL MEDIA MARKETING ACTIVITIES,
SERVICE QUALITY AND EWOM TO PURCHASE INTENTION WITH
EMOTIONAL EXPERIENCE AS THE MEDIATING VARIABLE**

(xix + 86 pages; 7 images; 40 tables; 7 attachments)

The development of internet technology and increasing use of social media have encouraged most industrial sectors to apply this technology to support the progress of a business, including the creative economy sector. The interior design subsector as a part of the creative economy does not escape digitization, from design methods, marketing strategies, to transaction processes especially during the Covid-19 pandemic in 2020, which causes many processes in the interior design business to be done online.

This study aims to examine the previous research model, namely the influence of social media marketing activities, service quality, and electronic word of mouth on purchase intention with emotional experience as the mediating variable. The focus of this study is Dekoruma, one of many brands providing interior design products and services in Indonesia. Respondents were obtained by snowball sampling technique with 72 respondents who met the requirements. Data were collected through a questionnaire consisting of 28 questions which were distributed online. The collected data were analysed using the PLS-based SEM method.

The results show that social media marketing activities and electronic word of mouth have a positive effect on purchase intention, and this influence will be stronger if it is mediated by emotional experience. However, service quality does not directly affect purchase intention, but must use emotional experience as a mediating variable.

References: 32 (1999-2020)

Keywords: *social media marketing activities, service quality, electronic word of mouth, emotional experience, purchase intention*