

ABSTRAK

PENGARUH PERSEPSI KONSUMEN MENGENAI SOCIAL MEDIA ADVERTISING VALUE TERHADAP ATTITUDE, INTENTION, DAN CONSUMER RESPONSE: STUDI PADA KONSUMEN HADIKITCHEN HEALTHY CATERING

Penelitian ini memiliki tujuan untuk mencari pengaruh dari persepsi konsumen terhadap *social media advertising value* terhadap *attitude*, *intention*, dan *consumer response*, dengan subjek konsumen HadiKitchen Healthy Catering. Adapun jumlah sampel yang digunakan adalah sebesar 190 responden, dengan metode sampling *non-probability* dan teknik samplingnya *purposive sampling*, pengolahan data dilakukan dengan menggunakan metode analisis PLS-SEM dengan aplikasi SmartPLS. Hasil penelitian menemukan bahwa *informativeness*, *credibility*, dan *irritation* tidak memiliki pengaruh yang signifikan terhadap *social media advertising value*, sedangkan *entertainment* ditemukan memiliki pengaruh yang positif dan signifikan terhadap *social media advertising value*, *social media advertising value* ditemukan memiliki pengaruh yang positif dan signifikan terhadap *attitude*, *utilitarian eating value* tidak memiliki pengaruh yang signifikan terhadap *attitude*, namun *hedonic eating value* memiliki pengaruh yang positif dan signifikan terhadap *attitude*, *attitude* memiliki pengaruh yang positif dan signifikan terhadap *intention* dan *consumer response*, dan *intention* ditemukan tidak memiliki pengaruh yang signifikan terhadap *consumer response*.

Kata Kunci: *Social media advertising value*, *utilitarian* dan *hedonic eating value*, *attitude*, *intention*, dan *consumer response*.

ABSTRACT

THE EFFECT OF CONSUMER PERCEPTIONS ON SOCIAL MEDIA ADVERTISING VALUE ON ATTITUDE, INTENTION, AND CONSUMER RESPONSE: A STUDY ON CONSUMER HADIKITCHEN HEALTHY CATERING

This study aims to find the effect of consumer perceptions of social media advertising value on attitude, intention, and consumer response, with the subject of consumers being HadiKitchen Healthy Catering. The number of samples used is 190 respondents, with non-probability sampling method and purposive sampling technique, data processing is carried out using the PLS-SEM analysis method with the SmartPLS application. The results of the study found that informativeness, credibility, and irritation did not have a significant effect on social media advertising value, while entertainment was found to have a positive and significant effect on social media advertising value, social media advertising value was found to have a positive and significant influence on attitude, utilitarian eating value does not have a significant effect on attitude, but hedonic eating value has a positive and significant influence on attitude, attitude has a positive and significant influence on intention and consumer response, and intention is found to have no significant effect on consumer response.

Keywords: Social media advertising value, utilitarian and hedonic eating value, attitude, intention, and consumer response.