

ABSTRAK

KARINE JACQUELINE OKTABELYA REBAUDO (01619200112)

PENGARUH DARI *SHORT VIDEO CONTENT MARKETING* TERHADAP *PURCHASE INTENTION* YANG DI MEDIASI OLEH *BRAND ATTITUDE* DAN DI MODERASI OLEH *GENDER* (STUDI PADA INSTAGRAM POCO® DI INDONESIA)

(xi; 149 halaman; 21 tabel; 14 gambar)

Tujuan penelitian ini untuk menguji dan menganalisis pengaruh dari elemen dari *social media marketing* (SMM) yang terdiri dari *interesting content*, *scenario based experience*, *user interaction*, *brand perception*, dan *content invasiveness* terhadap *brand attitude* serta dampaknya pada *purchase intention* dengan moderasi *gender*. Pengujian model penelitian ini yang dimodifikasi dari penelitian terdahulu dilakukan secara kuantitatif dengan data survei. Data diperoleh dari viewer Instagram merek handphone (HP) POCO® di Indonesia yang mempunyai rencana membeli HP dan telah melihat *short video content* pada akun Instagram tersebut. Metode penelitian ini adalah kuantitatif survei, dengan data *cross sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner yang disebar secara online. Diperoleh 233 sampel yang telah memenuhi syarat untuk dianalisis dengan PLS-SEM. Hasil penelitian menunjukkan kelima elemen SMM mempunyai pengaruh yang signifikan pada *brand attitude*. Pengaruh yang lebih kuat ditemukan pada *user interaction*, diikuti *interesting content* dan *brand perception*. *Brand attitude* menunjukkan dampak positif pada *purchase intention* dengan dimoderasi oleh *gender*. Temuan penelitian ini menunjukkan *gender* wanita dapat lebih memperkuat hubungan antara *brand attitude* dengan *purchase intention*. Dari temuan penelitian ini dapat diambil implikasi manajerial bagi pengembangan *short video content* pada pemasaran merek HP dengan media sosial khususnya Instagram.

Kata kunci: *Brand attitude, purchase intention, social media marketing, short video content*

ABSTRACT

KARINE JACQUELINE OKTABELYA REBAUDO (01619200112)

THE EFFECT OF SHORT VIDEO CONTENT MARKETING ON PURCHASE INTENTION MEDIATED BY BRAND ATTITUDE AND MODERATED BY GENDER (STUDY ON INSTAGRAM POCO® IN INDONESIA)

(xi; 149 pages; 21 tables; 14 figures)

This study aimed to examine and analyze the influence of elements of social media marketing (SMM), which consist of interesting content, scenario-based experience, user interaction, brand perception, and content invasiveness on brand attitude and their impact on purchase intention with gender moderation. To test the research model that was modified from previous research, a quantitative study with a survey was carried out. Data were obtained from Instagram viewers of the POCO® handphone (HP) brand in Indonesia who have plans to buy a handphone and have seen short video content on the Instagram account. This research method is a quantitative survey, with cross-sectional data. Respondent data was taken by purposive sampling with questionnaires distributed online. 233 samples were obtained that met the requirements for analysis with PLS-SEM. The results showed that the five QMS elements significantly influenced brand attitude. A stronger influence was found on user interaction, followed by interesting content and brand perception. Brand attitude shows a positive impact on purchase intention moderated by gender. The findings of this study indicate that the female gender can further strengthen the relationship between brand attitude and purchase intention. From the findings of this study, managerial implications can be drawn for the development of short video content in marketing the HP brand with social media, especially Instagram.

Keywords: *Brand attitude, purchase intention, social media marketing, short video content*