ABSTRAK

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PENGARUH *SOSIAL MEDIA MARKETING* DAN *CUSTOMER KNOWLEDGE* TERHADAP *VISIT INTENTION* DENGAN *PERCEIVED VALUE* SEBAGAI VARIABEL MEDIASI
(xvi + 112 halaman ; 23 tabel; 8 gambar; 6 lampiran)

Pertumbuhan klinik di negara berkembang telah mengalami peningkatan yang tinggi sehingga menciptakan lingkungan yang kompetitif. Tujuan penelitian ini untuk menganalisa pengaruh *social media marketing* dan *customer knowledge* terhadap *visit intention* dengan *perceived value* sebagai variabel mediasi. Pengujian model penelitian hasil modifikasi dari penelitian terdahulu dilakukan dengan metode survei kuantitatif dengan pendekatan data *cross-sectional*. Data responden diambil secara *purposive sampling* dengan kuesioner dari individu yang pernah melihat media sosial Klinik XYZ. Terdapat 320 sampel yang memenuhi syarat dan sampel dianalisis mengunakan PLS-SEM. Hasil penelitian menunjukkan lima dari enam variabel independen terbukti mempunyai pengaruh yang signifikan dan positif. *Interactivity* pada media sosial terbukti mempunyai pengaruh paling kuat, diikuti dengan *informativeness*, *trendiness*, *customer knowledge*, dan *e-WOM*. Sedangkan, satu variabel independen yaitu *personalization* tidak terbukti mempunyai pengaruh yang signifikan. Temuan penelitian ini membuktikan dampak positif *perceived value* terhadap *visit intention*. Dari penemuan penelitian ini, dapat diambil beberapa implikasi managerial bagi tim pemasaran managemen klinik kecantikan. Terdapat sejumlah keterbatasan yang diikuti saran bagi penelitian selanjutnya.

Kata kunci: *social media marketing activities*, *interactivity*, *informativeness*, *personalization*, *trendiness*, *e-WOM*, *customer knowledge*, *perceived value*, *visit intention*.

Referensi: 60 (1988 – 2021)

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CUSTOMER KNOWLEDGE ON VISIT INTENTION WITH PERCEIVED VALUE AS A MEDIATION VARIABLE
(xv + 112 pages ; 23 tables ; 8 figures ; 6 appendices)

Clinics number growth in developing countries has experienced a high increase that create a competitive environment. The purpose of this study is to analyze the influence of social media marketing and customer knowledge on visit intention with perceived value as a mediation variable. This research use model of modification results from previous research was carried out by a quantitative survey method with a cross-sectional data approach. Sample data was taken using purposive sampling with questionnaires from individuals who had seen the social media of Klinik XYZ. There are 320 samples that meet the requirements and samples were analyzed with PLS-SEM. The results showed that five of the six independent variables were proven to have a significant and positive effect. Interactivity on social media is proven to have the most powerful influence, followed by informativeness, trendiness, customer knowledge, and e-WOM. Meanwhile, one independent variable, personalization, did not have a significant effect. The findings of this study prove the positive impact of perceived value on visit intention. From the discovery of this research some managerial implications can be taken for the marketing team of beauty clinic management. There are a number of limitations followed by suggestions for further research.

Keywords: *social media marketing activities, interactivity, informativeness, personalization, trendiness, e-WOM, customer knowledge, perceived value, visit intention.*

Reference: *60 (1988 – 2021)*