

ABSTRAK

Amadea Franstella Tanugerah (01112180014)

ANALISIS PENGARUH PEMASARAN PADA MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MENGGUNAKAN METODE *STRUCTURAL EQUATION MODELING* (SEM)

Skripsi, Fakultas Sains dan Teknologi (2022)

(xiv + 80 halaman; 18 tabel; 20 gambar; 3 lampiran)

Revolusi teknologi yang semakin cepat dapat dimanfaatkan Indonesia sebagai negara dengan pengguna internet terbesar keempat di dunia. Masyarakat Indonesia menghabiskan rata-rata tiga jam empat belas menit untuk mengakses media sosial. Penelitian ini bertujuan untuk mengamati bagaimana *Belief* dan *Attitude* mempengaruhi *Purchase Intention*. Kemudian bagaimana aspek-aspek pemasaran seperti *appeal*, *interactivity*, *coverage*, *accessibility*, dan *currency* sebagai indikator dari *Marketing Content* dan *authority*, *accuracy*, *e-WoM*, dan *reliability* sebagai indikator dari *Trust* dapat mempengaruhi *Purchase Intention*. Penelitian bersifat *Confirmatory Factor Analysis* dan akan digunakan metode *Covariance Based Structural Equation Modeling* (CB-SEM) untuk menganalisis data yang terkumpul. Sampel dari penelitian ini adalah 310 penduduk Jabodetabek, berusia 18-44 tahun. Model memiliki kecocokan yang baik, dapat diamati dari nilai $\chi^2 = 189,242$ pada $df = 171$, *Normed $\chi^2 = 1,107$* , *TLI = 0,965*, *CFI = 0,958*, *RMSEA = 0,033*, dan *SRMR = 0,044*. *Standardized factor loadings* model mayoritas cukup dekat dengan 0,5 dan CR serta AVE dinilai *acceptable*. Kesimpulan dari penelitian adalah bahwa data mengkonfirmasi model, oleh karena itu pemasaran pada media sosial mempengaruhi keputusan pembelian konsumen.

Kata Kunci : *Structural Equation Modeling*, CB-SEM, Pemasaran, Media Sosial, *Social Media Marketing*, *Confirmatory Factor Analysis*, R.

Referensi : 40 referensi (1934-2021)

ABSTRACT

Amadea Franstella Tanugerah (01112180014)

ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS OF CONSUMERS USING STRUCTURAL EQUATION MODELING (SEM) METHOD

Thesis, Faculty of Science and Technology (2022)

(xiv + 80 pages; 18 tables; 20 figures; 3 appendices)

The rapid technological revolution can be utilized by Indonesia as the country with the fourth largest internet users in the world. Indonesians spend an average of three hours and fourteen minutes accessing social media. This study aims to analyze how both Belief and Attitude affect Purchase Intention. As well as how marketing aspects such as appeal, interactivity, coverage, accessibility, and currency as indicators of Marketing Content; and authority, accuracy, e-WoM, and reliability as indicators of Trust; can affect Purchase Intention. The research is a Confirmatory Factor Analysis and a Covariance Based Structural Equation Modeling (CB-SEM) method will be used to analyze the collected data. The sample of this study were 310 Jabodetabek residents, ages 18-44. The model has a good fit, it can be observed from the value of $\chi^2 = 189.242$ with $df = 171$, *Normed* $\chi^2 = 1.107$, TLI = 0.965, CFI = 0.958, RMSEA = 0.033, and SRMR = 0.044. The standardized factor loadings of the model are mostly close to 0.5 and the CR and AVE are considered acceptable. The results of the study found that the data confirmed the model and concluded that social media marketing influences consumer purchasing decisions.

Keywords : Structural Equation Modeling, CB-SEM, Marketing, Social Media, Social Media Marketing, Confirmatory Factor Analysis, R.

Reference : 40 references (1934-2021)