

ABSTRAK

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PENGARUH SOCIAL MEDIA MARKETING, BRAND EXPERIENCE, DAN BRAND ATTITUDE TERHADAP PURCHASE INTENTION

(106 halaman; 4 gambar; 20 tabel)

Penelitian ini dilakukan untuk mengetahui seperti apa pengaruh dari social media marketing, brand experience, dan brand attitude terhadap purchase intention pada para penggemar NCT Dream. Penelitian ini dilakukan di media sosial dengan melibatkan 333 responden yang menjadi penggemar NCT Dream. Pengumpulan data dilakukan dengan penyebaran kuesioner yang berisi 24 pertanyaan dengan Skala Likert 1-5. Pengolahan data digunakan dengan metode SEM dengan SmartPLS. Hasil penelitian menyatakan bahwa brand attitude tidak memiliki pengaruh positif terhadap purchase intention. Pengaruh positif terbukti pada brand experience terhadap purchase intention, social media marketing terhadap brand attitude, social media marketing terhadap brand experience, dan social media marketing terhadap purchase intention.

Referensi : 38 (2009-2022)

Kata Kunci : *K-Pop, Social Media Marketing, Brand Experience, Brand Attitude, Purchase Intention*

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND EXPERIENCE, AND BRAND ATTITUDE TOWARDS PURCHASE INTENTION

(106 pages; 4 figures; 20 table)

This research was conducted to find out what kind of influence social media marketing, brand experience, and brand attitude have on purchase intention among NCT Dream fans. This research was conducted on social media involving 333 respondents who are fans of NCT Dream. Data collection was carried out by distributing questionnaires containing 24 questions with a Likert scale of 1-5. Data processing is used with the SEM method with SmartPLS. The results of the study state that brand attitude does not have a positive influence on purchase intention. The positive influence is evident in brand experience on purchase intention, social media marketing on brand attitude, social media marketing on brand experience, and social media marketing on purchase intention.

Reference: 38 (2009-2022)

Keywords: *K-Pop, Social Media Marketing, Brand Experience, Brand Attitude, Purchase Intention*