

# Pengaruh Social Media Engagement dan Social Media Advertising Engagement terhadap Advertising Evaluation dan Purchase Intention (Studi pada Instagram) = The Influence of Social Media Engagement and Social Media Advertising Engagement on Advertising Evaluation and Purchase Intention (Study on Instagram).

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## Abstrak

### <b>ABSTRAK</b><br>

Penelitian ini menganalisis hubungan social media engagement dan social media advertising engagement serta pengaruhnya terhadap advertising evaluation dan purchase intention. Mengacu pada pendekatan engagement experience framework, social media engagement dianalisis melalui experience dimensi yakni entertainment, negative emotion, pastime, stimulation, identification, practical use, social interaction, innovation/ trendsetter, topicality, dan empowerment. Social media advertising engagement dianalisis dengan experience dimensi entertainment, negative emotion, pastime, stimulation, identification, practical use, social interaction, dan topicality. Penelitian ini dilakukan dalam konteks Instagram dengan 407 responden yang termasuk kedalam pengguna aktif Instagram dan pernah melihat Instagram Ads sebagai objek penelitian. Data kemudian diolah menggunakan SEM (Structural Equation Model). Hasil penelitian menunjukkan bahwa social media engagement terbukti memiliki pengaruh terhadap social media advertising engagement, namun tidak terbukti memiliki pengaruh terhadap advertising evaluation. Sedangkan social media advertising engagement terbukti memiliki pengaruh terhadap advertising evaluation, selain itu advertising evaluation juga terbukti memiliki pengaruh terhadap purchase intention.

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### <b>ABSTRACT</b><br>

This study analyzes the relationship between social media engagement and the social media advertising engagement and their effect on advertising evaluation and purchase intentions. The experience engagement framework is referred, social media engagement is analyzed through the experience of the entertainment dimension, negative emotions, hobbies, stimulation, identification, practical use, social interaction, innovation/trendsetters, topics, and empowerment. Social media advertisement engagement is analyzed by experience dimensi entertainment, negative emotion, pastime, stimulation, identification, practical use, social interaction, dan topicality. This research was conducted in social media Instagram with 407 respondents those are active Instagram users and had seen Instagram Ads as research objects. The data is then processed using SEM (Structural Equation Model). The results showed that the social media engagement was proven to have an influence on the social media advertising engagement, but it was not proven to have an influence on the evaluation of advertisements. While the social media advertising engagement has been proven to have an influence on advertising evaluations, besides that advertising evaluations have also been shown to have an influence on purchase intentions.