

Pengaruh Iklan di Media Sosial dan Electronic Word of Mouth (e-WOM) Terhadap Keputusan Beli Layanan Vidio = The Influence of Social Media Advertising and Electronic Word of Mouth (e-WOM) on Purchase Decisions of Vidio Services

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Abstrak

Fenomena layanan streaming sebagai hiburan alternatif dari televisi konvensional semakin diminati oleh masyarakat, akses yang dapat dilakukan kapan dan di mana saja, menjadikannya populer sebagai platform hiburan. Tulisan ini bertujuan menjelaskan pengaruh iklan di media sosial dan electronic word of mouth (e-WOM) terhadap keputusan beli layanan streaming Vidio. Berdasarkan studi literatur yang dilakukan terdapat dua peta studi mengenai hal tersebut. Pertama adalah iklan di media sosial mempengaruhi masyarakat selaku konsumen untuk melakukan keputusan beli karena media sosial sebagai new media menjangkau banyak khalayak. Penulis kurang setuju dengan studi-studi ini karena variabel sosial seperti electronic word of mouth (e-WOM) juga dapat mempengaruhi masyarakat dalam melakukan keputusan beli. Hal ini karena konsumen bisa mendapatkan referensi mengenai suatu produk melalui teman maupun komunitas yang memiliki kesamaan minat. Peta studi kedua, electronic word of mouth (e-WOM) juga dapat mempengaruhi keputusan beli. Hal ini bisa dilihat dari studi sebelumnya yang mengungkapkan bahwa electronic word of mouth (e-WOM) seperti ulasan atau review yang didapat dari sesama pengguna media sosial berpengaruh terhadap keputusan beli. Akan tetapi penulis melihat studi-studi terdahulu hanya berfokus pada electronic word of mouth (e-WOM) dalam Social Media Commerce dan layanan streaming Netflix serta kurang melihat pengaruhnya pada konteks pembelian layanan streaming Vidio. Dengan analisis pada layanan streaming Vidio, penulis berargumen jika iklan di media sosial dan electronic word of mouth (e-WOM) berdampak pada keputusan beli layanan streaming Vidio, apalagi salah satu konten yang disediakan Vidio adalah pertandingan olahraga seperti sepak bola yang diketahui memiliki komunitas masif di media sosial. Metode penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner. Secara khusus penulis pada konseptualisasi menjadikan variabel iklan di media sosial menjadi daya tarik iklan di media sosial agar dapat dikuantifikasi. Hasil penelitian ini menunjukkan terdapat pengaruh positif dan signifikan iklan di media sosial dan electronic word of mouth (e-WOM) terhadap keputusan beli layanan streaming Vidio.

.....The phenomenon of streaming services as alternative entertainment to conventional television is increasingly in demand by the public, access can be done anytime and anywhere, making it popular as an entertainment platform. This article aims to explain the influence of advertising on social media and electronic word of mouth (e-WOM) on purchasing decisions for Vidio streaming services. Based on the literature study carried out, there are two study maps regarding this matter. First, advertising on social media influences people as consumers to make purchasing decisions because social media as new media reaches many audiences. The author does not agree with these studies because social variables such as electronic word of mouth (e-WOM) can also influence people in making purchasing decisions. This is because consumers can get references about a product through friends or communities who have similar interests. The second study map, electronic word of mouth (e-WOM) can also influence purchasing decisions. This

can be seen from previous studies which reveal that electronic word of mouth (e-WOM), such as reviews obtained from fellow social media users, influences purchasing decisions. However, the author sees that previous studies only focused on electronic word of mouth (e-WOM) in Social Media Commerce and Netflix streaming services and did not look at their influence in the context of purchasing Vidio streaming services. By analyzing the Vidio streaming service, the author argues that advertising on social media and electronic word of mouth (e-WOM) has an impact on the decision to purchase Vidio's paid streaming service, especially since one of the content provided by Vidio is sports matches such as football which is known to have a massive community. on social media. This research method uses a quantitative approach with data collection techniques through questionnaires. Specifically, the author in the conceptualization makes the advertising variable on social media into the attractiveness of advertising on social media so that it can be quantified. The results of this research show that there is a positive and significant influence of advertising on social media and electronic word of mouth (e-WOM) on purchasing decisions for Vidio streaming services. Key Words: advertising on social media, attractiveness of advertising on social media, communities, electronic word of mouth (e-WOM), online networks, purchase decisions.