

Pengaruh Social Media Marketing Activities (SMMA) Terhadap Consumer's Purchase Decision Pada Merek Coffee Shop: Peran Mediasi Dari Brand Trust = The Effect of Social Media Marketing Activities (SMMA) on Consumer's Purchase Decision on Coffee Shop Brands: The Mediating Role of Brand Trust

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Abstrak

Penelitian ini bertujuan untuk mengetahui bahwa social media marketing activities pada merek coffee shop di Indonesia memiliki pengaruh terhadap brand trust dan purchase decision. Selain itu, penelitian dilakukan untuk mengetahui apakah brand trust memiliki peran mediasi antara masing-masing elemen SMMA dan purchase decision. Sampel yang digunakan pada penelitian ini merupakan pengguna media sosial yang berusia di atas 18 tahun dan berdomisili di Indonesia. Terdapat sebanyak 440 responden terkumpul dengan menggunakan metode purposive judgement dan diolah menggunakan Partial Least Square-Structural Equation Model (SEM). Hasil penelitian ini menunjukkan pengaruh interactivity, informativeness, entertainment, dan trendiness pada merek coffee shop di Indonesia terhadap brand trust. Kemudian interactivity, entertainment, perceived relevance, dan trendiness berpengaruh positif terhadap purchase decision. Namun, brand trust tidak memiliki pengaruh langsung terhadap purchase decision, brand trust juga tidak memiliki efek mediasi terhadap hubungan antara social media marketing activities dan purchase decision.

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This study aims to determine that social media marketing activities on coffee shop brands in Indonesia have an influence on brand trust and purchase decision. In addition, research was conducted to determine whether brand trust has a mediating role between each element of SMMA and purchase decision. The sample used in this study were social media users who were over 18 years old and domiciled in Indonesia. There were 440 respondents collected using purposive judgment method and processed using Partial Least Square-Structural Equation Model (SEM). The results of this study show the influence of interactivity, informativeness, entertainment, and trendiness on coffee shop brands in Indonesia on brand trust. Then interactivity, entertainment, perceived relevance, and trendiness have a positive effect on purchase decision. However, brand trust has no direct influence on purchase decision, brand trust also has no mediating effect on the relationship between social media marketing activities and purchase decision.