

Pengaruh social media Advertisement dan social media Brand Community terhadap Impulse Buying Behaviour melalui Impulse Buying Intention: Studi pada anggota komunitas Buttonscarves (BS Lady) di Jabodetabek = The influence of social media advertisement and social media Brand Community on Impulse Buying Behavior through Impulse Buying Intention: A Study on members of the Buttonscarves Community (BS Lady) in Jabodetabek

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Abstrak

Perkembangan teknologi informasi telah mendorong perubahan signifikan dalam strategi pemasaran. Media pemasaran tradisional kini mulai tergantikan oleh media digital yang lebih interaktif, seperti media sosial. Semakin populer, media sosial memainkan peran penting dalam membentuk respons konsumen terhadap strategi pemasaran, termasuk dalam memengaruhi perilaku pembelian impulsif. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh social media advertisement dan social media brand community terhadap impulse buying behaviour melalui impulse buying intention pada anggota komunitas Buttonscarves (BSLady) di Jabodetabek. Penelitian ini menggunakan metode pendekatan kuantitatif dengan menyebarkan kuesioner online kepada anggota BSLady. Sampel ditentukan menggunakan teknik purposive sampling dan 149 data yang terkumpul dianalisis menggunakan PLS-SEM melalui software SmartPLS 4. Hasil penelitian menunjukkan bahwa social media advertisement berpengaruh positif signifikan terhadap impulse buying behaviour, tetapi social media brand community tidak. Social media advertisement dan social media brand community memiliki pengaruh positif signifikan impulse buying intention. Selanjutnya, impulse buying intention terbukti memediasi hubungan antara kedua variabel independen tersebut terhadap impulse buying behaviour. Penelitian ini memberikan kontribusi penting dalam literatur akademis terkait pemasaran digital dan perilaku konsumen, serta menawarkan wawasan praktis bagi perusahaan untuk mengembangkan strategi pemasaran berbasis media sosial yang efektif.

.....The advancement of information technology has driven significant changes in marketing strategies. Traditional marketing media are now being replaced by more interactive digital media, such as social media. As social media continues to gain popularity, it plays a crucial role in shaping consumer responses to marketing strategies, including influencing impulsive buying behaviour. Therefore, this study aims to analyze the influence of social media advertisements and social media brand communities on impulse buying behaviour through impulse buying intention among members of the Buttonscarves (BSLady) community in Jabodetabek. This research employed a quantitative approach by distributing online questionnaires to members of the BSLady community. The sample was determined using purposive sampling and 149 collected responses were analyzed using PLS-SEM with the SmartPLS 4 software. The results show that social media advertisements have a significant positive influence on impulse buying behaviour, while social media brand communities do not. However, both social media advertisements and social media brand communities significantly influence impulse buying intention. Furthermore, impulse buying intention was found to mediate the relationship between the two independent variables and impulse buying behaviour. This study makes an important contribution to the academic literature on digital

marketing and consumer behaviour, while also offering practical insights for companies to develop effective social media- based marketing strategies.