

ABSTRAK

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ANALISIS PENGARUH SOCIAL MEDIA ADVERTISING CONTENT DAN SOCIAL MEDIA SALES PROMOTION CONTENT TERHADAP BEHAVIOURAL INTENTION MELALUI HEDONIC BRAND IMAGE DAN FUNCTIONAL BRAND IMAGE PADA PELANGGAN DESSERTBOX BITTERSWEET BY NAJLA DI SURABAYA

(XX +186 halaman: 14 gambar; 37 tabel; 2 lampiran)

Produk *dessert* banyak digemari di era sekarang ini khususnya di kalangan anak muda karena *dessert* merupakan makanan penutup atau makanan pembuka yang manis dan memiliki bentuk yang unik, sehingga dapat membuat banyak orang tertarik. Seiring dengan berkembangnya zaman, *dessert* tidak hanya di santap sebagai menu pembuka maupun sebagai menu penutup melainkan dapat dinikmati di luar menu pembuka ataupun menu penutup tersebut. *Dessert* juga dijadikan menu pelengkap bersama dengan minum teh dan bisa juga menjadi *snack* sebagai teman keseharian.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Social Media Advertising Content* dan *Social Media Sales Promotion Content* terhadap *Behavioural Intention* melalui *Hedonic Brand Image* dan *Fuctional Brand Image*. Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif, metode yang digunakan pada penelitian ini akan mengacu pada referensi yang dapat melakukan proses analisis simultan yang terkait dengan model penelitian multivariabel yaitu Structural Equation Model (SEM) dengan menggunakan software AMOS 20.0. Hasil penelitian ini menunjukkan bahwa variabel *Social Media Advertising Content* berpengaruh signifikan terhadap *Hedonic Brand Image* dengan Koefisien regresi sebesar 0,555; variabel *Social Media Advertising Content* berpengaruh signifikan terhadap *Fuctional Brand Image* dengan Koefisien regresi sebesar 0,689; variabel *Social Media Sales Promotion Content* berpengaruh signifikan terhadap *Hedonic Brand Image* dengan Koefisien regresi sebesar 0,336; variabel *Social Media Sales Promotion Content* berpengaruh signifikan terhadap *Fuctional Brand Image* dengan Koefisien regresi sebesar 0,409; variabel *Social Media Advertising Content* tidak berpengaruh signifikan terhadap *Behavioural Intention* dengan Koefisien regresi sebesar 0.687; variabel *Social Media Sales Promotion Content* tidak berpengaruh signifikan terhadap *Behavioural Intention* dengan Koefisien regresi sebesar 0.445; variabel *Hedonic Brand Image* tidak berpengaruh signifikan terhadap *Behavioural Intention* dengan Koefisien regresi sebesar 0.411; variabel *Fuctional Brand Image* tidak berpengaruh signifikan terhadap *Behavioural Intention* dengan Koefisien regresi sebesar 0.022.

Kata Kunci: *Social Media Advertising Content, Social Media Sales Promotion Content, Hedonic Brand Image, Fuctional Brand Image, dan Behavioural Intention.*

ABSTRACT

Dessert products are very popular in today's era, especially among young people because dessert is a sweet dessert or appetizer that has a unique shape, so it can attract many people. Along with the development of the times, dessert is not only eaten as an appetizer or as a closing menu, but can be enjoyed outside the opening menu or the closing menu. Dessert is also used as a complementary menu along with drinking tea and can also be a snack as a daily companion.

This study aims to determine how the influence of Social Media Advertising Content and Social Media Sales Promotion Content on Behavioral Intention through Hedonic Brand Image and Functional Brand Image. This research is a causal research. The research method used is a quantitative method, the method used in this study will refer to references that can carry out a simultaneous analysis process related to the multivariable research model, namely the Structural Equation Model (SEM) using AMOS 20.0 software. The results of this study indicate that the Social Media Advertising Content variable has a significant effect on Hedonic Brand Image with a regression coefficient of 0.555; Social Media Advertising Content variable has a significant effect on Functional Brand Image with a regression coefficient of 0.689; Social Media Sales Promotion Content variable has a significant effect on Hedonic Brand Image with a regression coefficient of 0.336; Social Media Sales Promotion Content variable has a significant effect on Functional Brand Image with a regression coefficient of 0.409; Social Media Advertising Content variable has no significant effect on Behavioral Intention with a regression coefficient of 0.687; Social Media Sales Promotion Content variable has no significant effect on Behavioral Intention with a regression coefficient of 0.445; Hedonic Brand Image variable has no significant effect on Behavioral Intention with a regression coefficient of 0.411; Functional Brand Image variable has no significant effect on Behavioral Intention with a regression coefficient of 0.022

