

ABSTRACT

The tourism sector, in particular the purchase behavior of people staying at hotels due to COVID-19 outbreak, is one of the sectors that also bears the impact of the pandemic COVID-19. This situation is clearly a problem for Indonesia's sector, particularly tourism, which crucial to the country's economic growth and development. According to the National Development Planning Agency or BAPPENAS' 2015-2019 Tourism Development Goals, the tourism sector expected to contribute at least 8%, to reach the target of 275 million domestic tourist arrivals. The objective of this study is to find the influence of social media marketing and service quality on purchase intention through trust at Braling Grand Hotel.

This research takes a quantitative approach and applies an causal model. This research was conducted cross-sectional by distributing questionnaires to customers of Braling Grand Hotel.. The Sample of this study was set at 170 respondents who were customers of Braling Grand Hotel. data analysis employs a structural equation model (SEM) to analyze hypotheses since it can estimate numerous linkages and interrelationships. The study found out that the Social media marketing positive and significant effect on purchase intention, Service quality has a positive and significant effect on purchase intention, Trust affect positive and significant on purchase intention, Trust also mediates the positive influence of social media marketing on purchase intention, Trust mediates the positive influence of service quality on purchase intention of Braling Grand Hotel customers.

Keywords: Social Media Marketing, Service Quality, Trust, Purchase Intention

ABSTRAKSI

Sektor pariwisata, khususnya perilaku pembelian masyarakat yang menginap di hotel akibat wabah COVID-19, merupakan salah satu sektor yang turut menanggung dampak dari pandemi COVID-19. Situasi ini jelas menjadi masalah bagi sektor Indonesia, khususnya pariwisata, yang sangat penting bagi pertumbuhan dan pembangunan ekonomi negara.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh pemasaran media sosial dan kualitas layanan terhadap niat beli melalui kepercayaan pada Braling Grand Hotel. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan model kausal. Penelitian ini dilakukan secara cross sectional dengan menyebarkan kuesioner kepada pelanggan Braling Grand Hotel. Sampel penelitian ini adalah 170 responden yang merupakan pelanggan Braling Grand Hotel. analisis data menggunakan model persamaan struktural (SEM) untuk menganalisis hipotesis karena dapat menguji banyak hubungan antar variabel. Hasil peneliitan menemukan bahwa Social media marketing berpengaruh positif dan signifikan terhadap purchase intention, Service quality berpengaruh positif dan signifikan terhadap purchase intention, Trust berpengaruh positif dan signifikan terhadap purchase intention, Trust juga memediasi pengaruh positif social media marketing terhadap purchase intention, Trust memediasi pengaruh positif Service quality terhadap purchase intention Braling Grand Hotel.

Kata Kunci: Social Media Marketing, Service Quality, Trust, Purchase Intention



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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND SERVICE QUALITY ON PURCHASE INTENTION WITH TRUST AS A MEDIATING VARIABLE IN BRALING GRAND HOTEL

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