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PENGARUH KEPERCAYAAN DAN PERILAKU PELANGGAN TERHADAP MEDIA SOSIAL

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Abstract

This research identifies the impact of consumer belief and attitude on social media advertising like Facebook and Twitter. The population of this research contain active students of all courses in BINA NUSANTARA University in Even semester 2012/2013 (BINUSIAN <=2013-2016) with sample of students who had seen the PHD's social media ads with 401 respondents. This research is using quantitative method. This research purpose is to analyze to find correlation and regression between variables. The result are BASMA (Belief About Social Media Advertising) variable with ATSMA (Attitude Towards Social Media Advertising) variable have strong correlation and regression, whereas the weakest correlation and regression is on Ad Clicking variable with Online Buying variable. The conclusion are BASMA (Belief About Social Media Advertising) variable can affecting ATSMA (Attitude Towards Social Media Advertising) variable, ATSMA (Attitude Towards Social Media Advertising) variable can affecting Ad Clicking variable and Ad Clicking variable can affecting Online Buying variable.

Keywords: *Belief, attitude, ad clicking, online buying, social media, quantitative method.*

Abstrak

Penelitian menjelaskan pengaruh perilaku dan kepercayaan pelanggan terhadap iklan media sosial seperti Facebook dan Twitter. Populasi dari penelitian ini adalah mahasiswa aktif semua jurusan Universitas BINA NUSANTARA pada semester Genap 2012/2013 (BINUSIAN <=2013-2016) dengan sampel dari mahasiswa yang telah melihat iklan media sosial PHD sebanyak 401 responden. Metode penelitian yang telah dilakukan adalah metode kuantitatif. Analisis dilakukan dengan mencari hubungan dan pengaruh antar variabel. Hasil yang diperoleh adalah variabel *BASMA (Belief About Social Media Advertising)* dengan variabel *ATSMA (Attitude Towards Social Media Advertising)* mempunyai hubungan dan pengaruh yang erat, sedangkan hubungan dan pengaruh terkecil ada pada variabel *Ad Clicking* dengan variabel *Online Buying*. Dapat disimpulkan bahwa variabel *BASMA (Belief About Social Media Advertising)* dapat mempengaruhi variabel *ATSMA (Attitude Towards Social Media Advertising),* variabel *ATSMA (Attitude Towards Social Media Advertising)* dapat mempengaruhi variabel *Ad Clicking* dan variabel *Ad Clicking* dapat mempengaruhi variabel *Online Buying*.

Kata kunci: *Belief, attitude, ad clicking, online buying*, media sosial, metode kuantitatif.