PENGARUH *USER GENERATED CONTENT INSTASTORY* TERHADAP *E-RETENTION* MELALUI *BRAND IMAGE*
(Survei terhadap Pelanggan Aplikasi JIWA+)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana

Pendidikan pada Program Studi Pendidikan Bisnis

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UNIVERSITAS PENDIDIKAN INDONESIA
2024

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

LEMBAR PENGESAHAN

PENGARUH *USER GENERATED CONTENT INSTASTORY* TERHADAP *E-RETENTION* MELALUI *BRAND IMAGE*
(Survei terhadap Pelanggan Aplikasi JIWA+)

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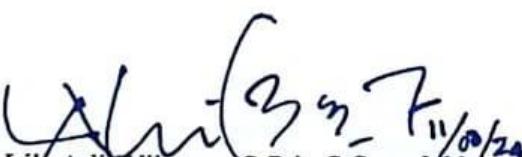
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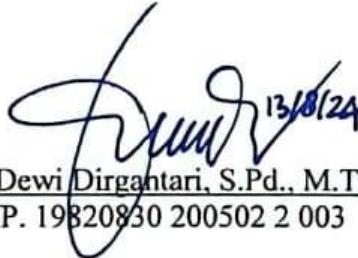
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PERNYATAAN KEASLIAN SKRIPSI

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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul **"Pengaruh *User Generated Content Instastory* terhadap *E-Retention* melalui *Brand Image* (Survei terhadap Pelanggan Aplikasi JIWA+)"** ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Agustus 2024

Yang membuat pernyataan,

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ABSTRAK

Raptanaria Sinurat (2003297) **"Pengaruh *User Generated Content Instastory* terhadap *E-Retention* melalui *Brand Image* (Survei terhadap Pelanggan Aplikasi JIWA+)"** di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *user generated content instastory* terhadap *e-retention* melalui *brand image* pada pelanggan aplikasi JIWA+. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan pada penelitian ini adalah *simple random sampling* dengan ukuran sampel sebanyak 210 responden. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian ini menemukan bahwa gambaran *user generated content instastory*, *brand image*, dan *e-retention* berada pada kategori tinggi. *User generated content instastory* memiliki pengaruh positif dan signifikan terhadap *e-retention* melalui *brand image*. Temuan ini menunjukkan bahwa pengaruh tidak langsung *user generated content instastory* memperoleh besaran pengaruh yang lebih rendah terhadap *e-retention*, dibandingkan pengaruh langsung. Implikasi penelitian menunjukkan bahwa *user generated content instastory* akan mempengaruhi persepsi pelanggan tentang merek Kopi Janji Jiwa sehingga merek dengan *brand image* yang positif akan mampu meningkatkan *e-retention*.

Kata kunci: *User generated content, brand image, customer e-retention*

ABSTRACT

Raptanaria Sinurat (2003297) *"The Influence of User Generated Content Instastory on E-Retention through Brand Image (Survey of JIWA+ Application Customers)"* under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. *and* Dr. Dita Amanah, MBA.

This research aims to obtain an overview and influence of user generated content Instastory on e-retention through brand image among JIWA+ application customers. This research uses descriptive and verification research with a quantitative approach. The method used in this research was simple random sampling with a sample size of 210 respondents. The data was processed statistically using the Structural Equation Modeling (SEM) method. The results of this research found that the image of user generated content instastory, brand image, and e-retention were in the high category. User generated content instastory has a positive and significant influence on e-retention through brand image. This finding shows that the indirect influence of user generated content on Instagram has a lower influence on e-retention, compared to the direct influence. The research implications indicate that user-generated content on Instastory will affect customer perceptions of the Kopi Janji Jiwa brand, leading to the ability of brands with a positive brand image to enhance e-retention.

Keywords: User generated content, brand image, customer e-retention

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Puji dan syukur penulis panjatkan ke hadirat Tuhan Yang Maha Esa karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul "Pengaruh *User Generated Content Instastory* terhadap *E-Retention* melalui *Brand Image* (Survei terhadap Pelanggan Aplikasi JIWA+)" sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh temuan mengenai gambaran *user generated content instastory*, *brand image*, dan *e-retention* serta pengaruh *user generated content instastory* terhadap *e-retention* melalui *brand image*, pengaruh *user generated content instastory* terhadap *e-retention*, pengaruh *user generated content instastory* terhadap *brand image*, dan pengaruh *brand image* terhadap *e-retention*.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat serta sumbangasih yang berarti bagi kemajuan dunia pemasaran digital. Penulis berharap agar skripsi ini dapat menjadi referensi yang berguna bagi mahasiswa, akademisi, dan praktisi yang tertarik pada bidang pemasaran digital serta memotivasi penelitian lebih lanjut di bidang ini. Penulis mengharapkan kritik dan saran yang membangun dari berbagai pihak untuk dijadikan landasan perbaikan yang berguna bagi pengembangan dan pengetahuan di masa mendatang.

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