

**PENGARUH SOCIAL MEDIA MARKETING TERHADAP
CUSTOMER ENGAGEMENT**
(Studi pada Pelanggan *E-Health* di Indonesia)

SKRIPSI

**Diajukan untuk Memenuhi Salah Satu Syarat Mendapatkan Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis**



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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Desember 2021

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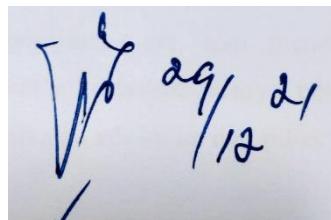
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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh *Social Media Marketing* Terhadap *Customer Engagement* (Studi pada Pelanggan *E-Health* di Indonesia)” beserta seluruh isinya ialah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, Desember 2021

Yang membuat Pernyataan,

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ABSTRAK

Angga Ghofiru Maghfur (1702158), **Pengaruh Social Media Marketing terhadap Customer Engagement (Studi Pada Pelanggan E-health di Indonesia)** Di bawah bimbingan Prof. Dr. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Social Media Marketing* terhadap *Customer Engagement*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel endogen dalam penelitian ini adalah *customer engagement* (Y), dan *social media marketing* (X) sebagai variabel eksogen. Populasi dalam penelitian ini adalah pengikut (*followers*) akun Instagram Alodokter, Halodoc, Klikdokter dan Sehatq. Pengambilan sampel dalam penelitian ini menggunakan metode *simple random sampling* (pengambilan sampel secara acak) dengan menggunakan teknik *probability sampling* terhadap 200 responden. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *social media marketing* terhadap *customer engagement* berada pada kategori baik. *Social media marketing* memiliki pengaruh yang positif dan signifikan terhadap *customer engagement*. *Customer engagement* dari konsumen *e-health platform* Indonesia berada pada kategori cukup tinggi dengan persentase ketercapaian 66,71%. *Social Media Marketing* dalam penciptaan *Customer Engagement* pada *e-health platform* Indonesia dengan persentase ketercapaian 67,13% yang berada pada kategori cukup baik. Berdasarkan hasil survei tersebut, penulis merekomendasikan beberapa hal mengenai dampak *social media marketing* terhadap *customer engagement*. Variabel *customer engagement* dengan dimensi terendah antusiasme dan variabel *social media marketing* dimensi terendah aksesibilitas. Penulis merekomendasikan perusahaan *platform e-health* Alodokter, Halodoc, Klikdokter, dan Sehatq agar memperlakukan pelanggan dengan tepat, memberikan penyelesaian masalah dengan baik dan mengikuti saran dari pelanggan serta perbarui konten yang menarik dan terbitkan artikel yang membantu pelanggan agar tertarik untuk membaca, menyukai, dan mengunduh artikel yang tersedia.

Kata kunci: *Social Media Marketing, Customer Engagement, E-Health*

ABSTRACT

Angga Ghofiru Maghfur (1702158), *The Effect Social Media Marketing on Customer Engagement (Study on Indonesian E-Health Customers)* Under the guidance of Prof. Dr. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to determine the effect of social media marketing on customer engagement. The type of research used is descriptive verification, namely by describing and explaining the variables studied and then drawing conclusions. The endogenous variables in this study are customer engagement (Y), and social media marketing (X) as exogenous variables. The population in this study were followers of Alodokter, Halodoc, Klikdokter and Sehatq Instagram accounts. Sampling in this study used a simple random sampling method (random sampling) using a probability sampling technique of 200 respondents. The analysis technique used is Structural Equation Modeling (SEM) analysis with IBM SPSS AMOS for Windows program tools. The findings of this study indicate that the description of social media marketing on customer engagement is in the good category. Social media marketing has a positive and significant influence on customer engagement. Customer engagement from Indonesian e-health platform consumers is in a fairly high category with an achievement percentage of 66.71%. Social Media Marketing in creating Customer Engagement on the Indonesian e-health platform with an achievement percentage of 67.13% which is in the fairly good category. Based on the survey results, the authors recommend several things regarding the impact of social media marketing on customer engagement. The customer engagement variable with the lowest dimension of enthusiasm and the lowest social media marketing dimension variable is accessibility. The author recommends e-health platform companies Alodokter, Halodoc, Klikdokter, and Sehatq to treat customers appropriately, provide good problem solving and follow customer suggestions as well as update interesting content and publish articles that help customers to be interested in reading, liking, and download available articles.

Keywords: Social Media Marketing, Customer Engagement, E-Health

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