

**MODEL PEMASARAN MEDIA SOSIAL TERHADAP MINAT BELI
MELALUI KEPERCAYAAN MEREK
PADA MASA PANDEMI *COVID-19*
(Survei Pada Konsumen Lokal Risman Wijaya Keramik)**

TESIS

**Diajukan untuk Memenuhi Salah Satu Syarat Memperoleh Gelar Magister
Manajemen Program Studi Magister Manajemen**



Disusun oleh:

**Devira Qibtiyah
1907406**

**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2022**

HALAMAN HAK CIPTA

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Oleh
Devira Qibtiyah
Universitas Pendidikan Indonesia, 2019

Diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Manajemen (M.M.)
pada Program Studi Magister Manajemen
Fakultas Pendidikan Ekonomi dan Bisnis

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Agustus 2022

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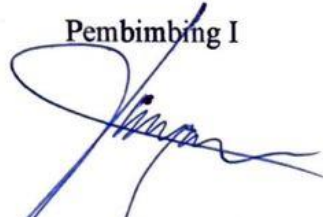
HALAMAN PENGESAHAN

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**DEVIRA QIBTIYAH
1907406**

disetujui dan disahkan oleh

Pembimbing I



Prof. Dr. Hj. Ratih Hurrivati, M.P.
NIP. 196802251993012001

Pembimbing II



Dr. Puspo Dewi Dirgantari, M.T., M.M.
NIP. 198208302005022003

Penguji I



Dr. Heny Hendrayati, S.IP., M.M.
NIP. 197610112005012002

Penguji II



Dr. Chairul Furqon, S.Sos., M.M.
NIP. 197206152003121009

Mengetahui:

Ketua Program Studi Magister Manajemen
Fakultas Pendidikan Ekonomi Dan Bisnis
Universitas Pendidikan Indonesia



Dr. Maya Sari, S.E., M.M.
NIP. 197107052002122007

ABSTRAK

Devira Qibtyah, NIM 1907406, Model Pemasaran Media Sosial Terhadap Minat Beli Melalui Kepercayaan Merek Pada Masa Pandemi *Covid-19* (Survei Pada Konsumen Lokal Risman Wijaya Keramik). Di Bawah Bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Puspo Dewi Dirgantari, M.T., M.M

Pada masa awal 2020, seluruh dunia mengalami pandemi kesehatan yang biasa disebut *covid-19*. *Covid-19* menyebabkan perubahan perilaku konsumen dan membuat menurunnya minat beli. Penelitian ini bertujuan untuk mengetahui bagaimana gambaran variabel yang diteliti yaitu pemasaran media sosial, kepercayaan merek dan minat beli serta untuk mengetahui pengaruh antar variabel yang diteliti pada konsumen lokal Risman Wijaya Keramik. Metode penelitian menggunakan *explanatory survey*. Populasi yang digunakan 630 followers *instagram @rwk_catalogue*. Teknik pengumpulan data menggunakan kuesioner kepada 100 responden dan studi literatur. Teknik pengambilan sampel menggunakan *non probability sampling* Teknik analisis data menggunakan deskriptif dan verifikatif *struktural equation modelling* (SEM) dengan pendekatan PLS. Uji hipotesis menggunakan uji parsial (uji statistik t) dan uji simultan (uji statistik f). Hasil penelitian menunjukkan pemasaran media sosial sudah berjalan dengan baik, kepercayaan merek dan minat beli sudah berjalan dengan sangat baik. Kemudian hasil menunjukkan hubungan antar variabel berpengaruh positif dan signifikan. Saran untuk penelitian ini tetap konsisten menjaga aspek-aspek yang sudah berjalan baik agar dapat meningkatkan minat beli.

Kata Kunci: Pemasaran Media Sosial, Kepercayaan Merek, Minat Beli

ABSTRACT

Devira Qibtiyah, NIM 1907406, *The Model of Social Media Marketing on Purchase Intention Through Brand Trust During The Covid-19 Pandemic (Survey of Local Consumers Risman Wijaya Keramik)*. Under The Guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Dr. Puspo Dewi Dirgantari, M.T., M.M.

In early 2020, the whole world experienced a health pandemic called covid-19. Covid-19 causes changes in consumer behavior and reduces purchase intention. This study aims to determine how the description of the variables studied, namely social media marketing, brand trust and buying interest and to determine the influence between the variables studied on local consumers Risman Wijaya Keramik. The research method uses an explanatory survey. The population used is 630 instagram followers @rwk_catalogue. Data collection techniques using questionnaires to 100 respondents and literature study. The sampling technique used non-probability sampling. The data analysis technique used descriptive and verification structural equation modeling (SEM) with the PLS approach. Hypothesis testing using partial test (t statistical test) and simultaneous test (f statistical test). The results show that social media marketing has been going well, brand trust and buying interest have gone very well. Then the results show the relationship between variables has a positive and significant effect. Suggestions for this research are to consistently maintain aspects that are already running well in order to increase purchase intention.

Keywords: Social Media Marketing, Brand Trust, Purchase Intention

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