ABSTRACT

THE INFLUENCE OF USER-GENERATED CONTENT, SOCIAL MEDIA MARKETING AND MARKETING COMMUNICATION ON PURCHASE INTENTIONS
(Study of Fashion Subsector Users of MSME Products in Tasikmalaya City)

Oleh
NOVRIZAL AHMAD FAUZI
218334015

Pembimbing 1: Kartawan
Pembimbing 2: Dedi Rudiana

This study aims to determine: (1) the partial effect of user generated content on purchase intention, (2) the partial effect of social media marketing on purchase intention, (3) partial effect of marketing communication on purchase intention, (4) the simultaneous effect of user generated content, social media marketing, marketing communication on purchase intention. The criteria are domiciled in Tasikmalaya City, have social media accounts and follow social media accounts for MSME from Tasikmalaya City. The sampling technique was purposive sampling and the data collection method was through an online questionnaire with Google Form which was distributed to 385 respondents. This type of research is quantitative with descriptive approach, using primary data and path analysis techniques. The analytical tool in this study used SPSS version 25. The results obtained concluded that: (1) partially user generated content has no significant effect on purchase intention. (2) partially, social media marketing has a positive and significant effect on purchase intention. (3) partially, marketing communication has a positive and significant effect on purchase intention. (4) simultaneously user generated content, social media marketing, marketing communication affect on purchase intention.

ABSTRAK

PENGARUH *USER GENERATED CONTENT, SOCIAL MEDIA MARKETING* DAN *MARKETING COMMUNICATION* TERHADAP *PURCHASE INTENTION*
(Studi Pada Pengguna Produk UMKM Subsektor *Fashion* di Kota Tasikmalaya)

Oleh
NOVRIZAL AHMAD FAUZI
218334015

Pembimbing 1: Kartawan
Pembimbing 2: Dedi Rudiana

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh parsial *user generated content* terhadap *purchase intention,* (2) pengaruh parsial *social media marketing* terhadap *purchase intention*. (3) pengaruh parsial *marketing communication* terhadap *purchase intention.* (4) pengaruh simultan *user generated content, social media marketing, marketing communication* terhadap *purchase intention.* Kriteria responden adalah berdomisili di Kota Tasikmalaya, memiliki akun media sosial dan mengikuti akun media sosial UMKM subsektor *fashion* asal Kota Tasikmalaya. Teknik pengambilan sampel adalah *purposive sampling* dan metode pengumpulan data melalui kuesioner *online* dengan *Google Form* yang disebarkan kepada 385 responden. Penelitian ini berjenis kuantitatif dengan pendekatan deskriptif, menggunakan data primer serta menggunakan teknik *path analysis*. Alat analisis dalam penelitian ini menggunakan SPSS versi 25. Hasil yang diperoleh menyimpulkan bahwa: (1) secara parsial *user generated content* berpengaruh tidak signifikan terhadap *purchase intention.* (2) secara parsial *social media marketing* berpengaruh positif dan signifikan terhadap *purchase intention.* (3) secara parsial *marketing communication* berpengaruh positif dan signifikan terhadap *purchase intention.* (4) secara simultan *user generated content, social media marketing, marketing communication* berpengaruh terhadap *purchase intention*

Kata kunci: *user generated content, social media marketing, marketing communication, purchase intention*