

PENGARUH SOCIAL NETWORK MARKETING (SNM) DAN ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP MINAT BELI SMARTPHONE SAMSUNG GALAXY: KETERLIBATAN PELANGGAN SEBAGAI MEDIASI

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Samsung smartphone Market share in Qi 2017 was declining by 0.5% compared to Q1 2016. Meanwhile within same period, Chinese smartphone brand, such as Huawei, Oppo, and Vivo were growing significantly. In this globalization era with rapid development of technology, young generations have started to switch the shopping method from offline to online. This fact poses as threat for traditional retailers, but can also be used as opportunity due to easy access to product and brand via social media. Therefore, this research objective was to find what the influences of social network marketing and electronic word of mouth (independent variables) toward purchase intention (dependent variable) of Samsung Galaxy smartphone with customer engagement as mediator. Quantitative research was chosen as the method of this research. The population was Samsung Galaxy smartphone users from 26 — 50 years old in Jakarta. Non – sampling method, specifically convenience sampling was used because this method allowed researcher to approach random respondent easily. The researcher used 166 questionnaires as sample size. 166 valid data were analysed with Structural Equation Modelling to test hypothesis in the research. Based on analysis, only the first hypothesis that was not supported. In conclusion, the most significant value is Social Network Marketing (SNM) which contributed 34.9% toward purchase intention. Based on findings, it is suggested for the company to keep engaging customers in marketing activities at social media. The company has to give positive experience to customers so that customers can give positive feedback in social media.

Keywords Social Network Marketing, Electronic Word of Mouth, Customer Engagement, Purchase Intention