

ABSTRAK

Pengaruh Social Media Marketing dan Electronic Word of Mouth terhadap Keputusan Konsumen Melalui Minat Memilih Club Padel di Kota Medan

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Penelitian ini dilakukan untuk menganalisis pengaruh Social Media Marketing dan Electronic Word of Mouth terhadap Keputusan Konsumen dengan Minat Memilih sebagai variabel intervening pada club padel di Kota Medan. Perkembangan olahraga padel yang semakin pesat di Kota Medan menyebabkan persaingan antar club padel semakin meningkat sehingga dibutuhkan strategi pemasaran yang efektif guna meningkatkan ketertarikan konsumen.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data yang dilakukan melalui penyebaran kuesioner kepada 90 responden yang merupakan pengguna club padel di Kota Medan. Teknik penentuan sampel dalam penelitian ini menggunakan metode purposive sampling. Selanjutnya, data penelitian dianalisis menggunakan bantuan IBM SPSS Statistics melalui pengujian validitas, reliabilitas, asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F), koefisien determinasi (R^2), serta uji intervening dengan metode Sobel Test.

Hasil penelitian menggambarkan Social Media Marketing tidak memiliki pengaruh signifikan terhadap Keputusan Konsumen maupun Minat Memilih. Sementara itu, Electronic Word of Mouth tidak berpengaruh secara signifikan terhadap Keputusan Konsumen, tetapi memiliki pengaruh positif dan signifikan terhadap Minat Memilih. Selanjutnya, Minat Memilih memiliki pengaruh positif dan signifikan terhadap Keputusan Konsumen. Selain itu, hasil uji intervening menunjukkan bahwa Minat Memilih belum mampu menjadi variabel mediasi pada pengaruh Social Media Marketing terhadap Keputusan Konsumen, namun mampu menjadi variabel perantara dalam pengaruh Electronic Word of Mouth terhadap Keputusan Konsumen.

Berdasarkan temuan penelitian yang telah diperoleh, maka dapat disimpulkan bahwa konsumen club padel di Kota Medan lebih memperhatikan ulasan, pengalaman, serta rekomendasi dari pengguna lain dibandingkan promosi yang dilakukan melalui media sosial secara langsung oleh pihak club padel.

Kata Kunci : Social Media Marketing, Electronic Word of Mouth, Minat Memilih, Keputusan Konsumen, Club Padel.

ABSTRACT

The Influence of Social Media Marketing and Electronic Word of Mouth on Consumer Decisions Regarding the Choice of a Padel Club in Medan

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This study was conducted to analyze the influence of social media marketing and electronic word of mouth on consumer decision-making, with choice intention serving as an intervening variable, at padel clubs in the city of Medan. The rapid growth of padel in the city of Medan has led to increased competition among padel clubs, necessitating effective marketing strategies to boost consumer interest.

This study employs a quantitative approach, with data collection conducted through the distribution of questionnaires to 90 respondents who are users of padel clubs in Medan. The sampling technique used in this study is purposive sampling. Subsequently, the research data was analyzed using IBM SPSS Statistics through validity and reliability testing, classical assumptions, multiple linear regression analysis, partial tests (t-tests), simultaneous tests (F-tests), the coefficient of determination (R^2), and an intervening test using the Sobel Test method.

The research findings indicate that Social Media Marketing does not have a significant effect on Consumer Decision or Purchase Intention. Meanwhile, Electronic Word of Mouth does not have a significant effect on Consumer Decision, but it does have a positive and significant effect on Purchase Intention. Furthermore, Purchase Intention has a positive and significant effect on Consumer Decision. Additionally, the results of the mediating variable test indicate that Purchase Intention does not serve as a mediating variable in the relationship between Social Media Marketing and Consumer Decision; however, it acts as a mediating variable in the relationship between Electronic Word of Mouth and Consumer Decision.

Based on the research findings, it can be concluded that padel club consumers in Medan pay more attention to reviews, experiences, and recommendations from other users than to promotions conducted directly via social media by the padel clubs themselves.

Keywords : *Social Media Marketing, Digital Word of Mouth, Purchase Intent, Consumer Decisions, Padel Club.*