

ABSTRAK

Perkembangan teknologi informasi dan komunikasi mendorong perubahan strategi pemasaran perusahaan, khususnya dalam memengaruhi minat beli konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh Word of Mouth (WOM), Media Sosial, dan Promosi terhadap Minat Beli Konsumen pada PT Capella Dinamik Nusantara. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan konsumen PT Capella Dinamik Nusantara. Metode analisis data yang digunakan adalah Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) dengan bantuan aplikasi SmartPLS.

Hasil penelitian menunjukkan bahwa secara parsial Word of Mouth dan Promosi berpengaruh positif dan signifikan terhadap Minat Beli Konsumen, sedangkan Media Sosial tidak berpengaruh signifikan terhadap Minat Beli Konsumen. Secara simultan, Word of Mouth, Media Sosial, dan Promosi memiliki pengaruh yang kuat terhadap Minat Beli Konsumen dengan nilai R Square sebesar 0,890, yang berarti bahwa 89,0% variasi Minat Beli Konsumen dapat dijelaskan oleh ketiga variabel tersebut. Word of Mouth merupakan variabel yang memiliki pengaruh paling dominan terhadap Minat Beli Konsumen.

Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi perusahaan dalam merumuskan strategi pemasaran yang lebih efektif, khususnya dengan mengoptimalkan Word of Mouth dan promosi, serta menjadi referensi bagi penelitian selanjutnya di bidang pemasaran dan perilaku konsumen.

Kata Kunci: Word of Mouth, Media Sosial, Promosi, Minat Beli Konsumen

ABSTRACT

The development of information and communication technology has encouraged changes in corporate marketing strategies, particularly in influencing consumers' purchase intention. This study aims to analyze the effect of word of mouth (WOM), social media, and promotion on consumers' purchase intention at PT Capella Dinamik Nusantara. This research employs a quantitative approach with an associative research design. Data were collected through the distribution of questionnaires to 100 respondents who are consumers of PT Capella Dinamik Nusantara. The data analysis method used is structural equation modeling (SEM) based on partial least squares (PLS) with the assistance of the SmartPLS application.

The results show that partially, word of mouth and promotion have a positive and significant effect on consumers' purchase intention, while social media does not have a significant effect on consumers' purchase intention. Simultaneously, word of mouth, social media, and promotion have a strong influence on consumers' purchase intention, with an R square value of 0.890, indicating that 89.0% of the variation in consumers' purchase intention can be explained by these three variables. Word of mouth is the most dominant variable influencing consumers' purchase intention.

The findings of this study are expected to contribute to companies in formulating more effective marketing strategies, particularly by optimizing word of mouth and promotion, as well as to serve as a reference for future research in the fields of marketing and consumer behavior.

Keywords: word of mouth, social media, promotion, consumers' purchase intention