

INTISARI

Appleblossom.id adalah tempat di Purwokerto yang menjual barang-barang fashion seperti baju, sandal, tas dan lainnya. Proses promosi bisnis ini juga menggunakan media sosial untuk promosi seperti menggunakan Instagram. Namun produk Appleblossom.id untuk tingkat engagement tergolong rendah, hal tersebut dapat dilihat pada engagement rate. Tujuan dari penelitian ini adalah mengetahui bagaimana pengaruh social media marketing terhadap customer engagement pada akun Instagram Appleblossom.id. Metode penelitian yang digunakan adalah metode kuantitatif. Pengumpulan data dalam bentuk observasi, kuesioner, dokumentasi dan studi pustaka. Variabel yang digunakan adalah social media marketing dan customer engagement. Sampel diperoleh dari rumus slovin dengan tingkat presisi 10% maka diperoleh 100 responden. Analisis data menggunakan software SPSS versi 22. Hasil uji validitas masing-masing variabel dinyatakan valid, uji reliabilitas pada variabel social media marketing dan customer engagement dinyatakan reliabel atau konsisten. Hasil uji T menunjukkan H0 ditolak dan H1 diterima.

Kata kunci: social media marketing, customer engagement, instagram

ABSTRACT

Appleblossom.id is a place in Purwokerto that sells fashion items such as clothes, sandals, bags and more. This business promotion process also uses social media for promotions such as using Instagram. However, Appleblossom.id's products for engagement rates are relatively low, this can be seen in the engagement rate. The purpose of this study is to find out how the influence of social media marketing on customer engagement on the Appleblossom.id Instagram account. The research method used is a quantitative method. Collecting data in the form of observations, questionnaires, documentation and literature studies. The variables used are social media marketing and customer engagement. The sample was obtained from the slovin formula with a precision level of 10%, so 100 respondents were obtained. Data analysis used SPSS version 22 software. The results of the validity test of each variable were declared valid, the reliability test on the variables of social media marketing and customer engagement was declared reliable or consistent. The results of the T test show that H0 is rejected and H1 is accepted.

Keywords: social media marketing, customer engagement, instagram