

INTISARI

Tanpanama adalah sebuah bisnis bidang kuliner yang menjual minuman dan makanan cepat saji dalam box. Pemilihan sosial media instagram dianggap lebih terjangkau serta efektif untuk digunakan sebagai sarana promosi dan saling berinteraksi bersama pelanggan. Untuk mengetahui pengaruh penggunaan instagram sebagai social media marketing terhadap customer engagement maka dilakukan analisis dari pengikut akun Instagram. Tujuan penelitian ini yaitu untuk mengetahui besarnya pengaruh customer engagement pada akun instagram Tanpanama ditinjau dari variabel Social Media Marketing (SMM) dan Customer Engagement (CE) yang disebarakan kepada pengikut akun @tanp4nama_ sebanyak 94 responden melalui metode kuantitatif. Berdasarkan analisis data yang dilakukan variabel social media marketing mendapatkan hasil Uji Determinasi 90,4% berpengaruh terhadap customer engagement. Lalu berdasarkan Uji Hipotesis Karena nilai t hitung sebesar 29,137 > dari 1.66159 dapat disimpulkan bahwa H0 ditolak dan H1 diterima yang berarti bahwa ada pengaruh social media marketing terhadap customer engagement.

Kata kunci: social media marketing, customer engagement, instagram

ABSTRACT

Tanpanama is a culinary business that sells drinks and ready-to-eat food in boxes. The selection of Instagram social media is considered more affordable and effective to be used as a means of promotion and interacting with customers. To determine the effect of using Instagram as a social media marketing on customer engagement, an analysis of Instagram account followers was carried out. The purpose of this study was to determine the magnitude of the influence of customer engagement on Instagram accounts Tanpanama in terms of Social Media Marketing (SMM) and Customer Engagement (CE) variables distributed to followers of the @tanpanama_ account as many as 94 respondents through quantitative methods. Based on data analysis carried out by social media marketing variables, the results of the Determination Test of 90.4% have an effect on customer engagement. Then based on the Hypothesis Test Because the t value is $29.137 > 1.66159$ it can be concluded that H_0 is rejected and H_1 is accepted which means that there is an influence of social media marketing on customer engagement.

Keywords: social media marketing, customer engagement, instagram