

ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh karakteristik konten, social media advertising dan influencer marketing terhadap behavioral engagement. Data dikumpulkan melalui penyebaran kuesioner dengan penentuan sampel menggunakan teknik purposive sampling terhadap pengikut akun @azarinecosmeticoofficial, @whitelab_id, dan @skintificid dengan total 100 responden. Data dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, dan uji regresi linier berganda meliputi uji t, uji F, dan uji koefisien determinasi.

Hasil pengujian secara parsial didapatkan variabel karakteristik konten (X1) berpengaruh positif dan signifikan terhadap behavioral engagement dengan nilai t hitung $5,015 > 1,984$ dan signifikansi $0,000 < 0,05$. Social media advertising (X2) berpengaruh negatif dan tidak signifikan terhadap behavioral engagement dengan nilai t hitung $-0,189 < 1,984$ dan signifikansi $0,850 > 0,05$. variabel influencer marketing (X3) berpengaruh positif dan signifikan terhadap behavioral engagement dengan nilai t hitung $4,190 > 1,984$ dan signifikansi $0,000 < 0,05$. Variabel karakteristik konten, social media advertising dan influencer marketing secara bersama-sama berpengaruh terhadap behavioral engagement dengan nilai F hitung $43,542 > F$ tabel $2,70$. Dalam uji koefisien determinasi, 56% variabel terikat dapat dijelaskan oleh variabel bebas sementara 44% sisanya dijelaskan oleh variabel lain di luar penelitian.

Dari hasil tersebut disimpulkan bahwa pemasar perlu memperhatikan karakteristik konten dalam pemasaran di Instagram. Dalam beriklan di Instagram diperlukan strategi persuasi yang tidak terlalu terbuka agar konsumen tidak mengabaikan informasi pemasaran. Dalam memilih influencer harus memperhatikan reputasi dan tingkat popularitas agar influencer dapat benar-benar mendatangkan keterlibatan.

Kata kunci: karakteristik konten, periklanan media sosial, pemasaran influencer, perilaku keterlibatan, instagram

ABSTRACT

This research is a quantitative study that aims to determine the effect of content characteristics, social media advertising and influencer marketing on behavioral engagement. Data was collected by distributing questionnaires by determining the sample using a purposive sampling technique for followers of the accounts @azarinecosmeticofficial, @whitelab_id, and @skintificid with a total of 100 respondents. Data were analyzed using validity test, reliability test, classical assumption test, and multiple linear regression test including t-test, F test, and coefficient of determination test.

Partial test results show that the content characteristic variable (X1) has a positive and significant effect on behavioral engagement with a t-value of $5.015 > 1.984$ and a significance of $0.000 < 0.05$. Social media advertising (X2) has a negative and insignificant effect on behavioral engagement with a t-value of $-0.189 < 1.984$ and a significance of $0.850 > 0.05$. the influencer marketing variable (X3) has a positive and significant effect on behavioral engagement with a t-value of $4.190 > 1.984$ and a significance of $0.000 < 0.05$. The variable content characteristic, social media advertising and influencer marketing together influence behavioral engagement with an F count of $43.542 > F$ table of 2.70. In the test of the coefficient of determination, 56% of the dependent variable can be explained by independent variables while the remaining 44% is explained by other variables outside the study.

From these results it was concluded that marketers need to pay attention to the characteristics of content in marketing on Instagram. In advertising on Instagram, a persuasion strategy that is not too open is needed so that consumers do not ignore marketing information. In choosing influencers, you must pay attention to reputation and level of popularity so that influencers can really bring engagement.

Keyword: content characteristic, social media advertising, influencer marketing, behavioral engagement, instagram