

THE IMPACT OF SOCIAL MEDIA MARKETING
ON PURCHASE INTENTION THROUGH
CUSTOMER RELATIONSHIP
AT WARDAH COSMETICS
IN SURABAYA



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SURABAYA
2018

**THE IMPACT OF SOCIAL MEDIA MARKETING
ON PURCHASE INTENTION THROUGH
CUSTOMER RELATIONSHIP AT WARDAH
COSMETICS IN SURABAYA**

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By:

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**INTERNATIONAL BUSINESS MANAGEMENT
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APPROVAL PAGE

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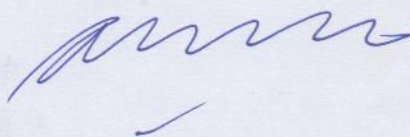
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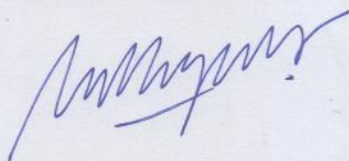
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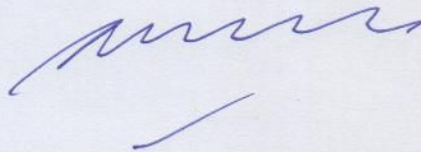
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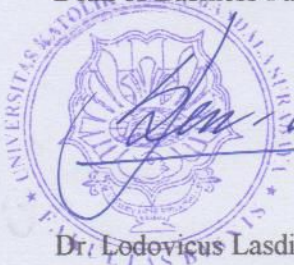
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FOREWORDS

All praises to God, for the abundant blessings and guidance so that the author was able to complete the thesis titled “The Impact of Social Media Marketing on Purchase Intention through Customer Relationship at *Wardah Cosmetics* in Surabaya”. This thesis is one of the requirements to obtain an Undergraduate degree of Business Management at Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author has received a great amount of help, guidance, and support from various sources. Moreover, the author would like to express gratitude to:

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Researcher

Astrid Olyvia Jasman

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and t-value

ABSTRACT

During the era of digitalization, information and technology improvement, companies from different kind of industries begin to utilize the advancement of Internet, more specifically social media, in order to create a low-cost, yet, wide-reach, unique marketing implementation. This also includes cosmetics industry, one type of pharmaceuticals product, which has shifted its strategy from personal marketing, to Social Media Marketing.

The purpose of this study is to examine the influence of Social Media Marketing on Purchase Intention with the mediation of Customer Relationship, comprising Intimacy and Trust, at *Wardah Cosmetics* in Surabaya. The number of samples is 150 respondents who are female, domicile in Surabaya with the minimum age of 17, and have accessed *Wardah Cosmetics*' social media within 2 months. The data analysis technique used in this study is Structural Equation Modeling (SEM) with LISREL 8.70 as the analysis tool.

The result of this study is Social Media Marketing has positive and significant impact toward both Intimacy and Trust as representative variable of Customer Relationship, also on Purchase Intention. Furthermore, the usage of Social Media Marketing to influence Purchase Intention will be more effective, when the *Wardah Cosmetics* uses Customer Relationship as the mediating variable.

Keywords: Social Media Marketing, Relationship Marketing, Customer Relationship, Intimacy, Trust, Purchase Intention

ABSTRAK

Di era digitalisasi, kemajuan informasi dan teknologi, berbagai perusahaan dari jenis industri yang berbeda-beda mulai memanfaatkan kecanggihan dari *Internet*, lebih spesifiknya media sosial, dalam rangka untuk menciptakan suatu penerapan pemasaran yang berbiaya rendah, berjangkauan luas, dan unik. Tidak terkecuali dalam industry kosmetik, salah satu bentuk dari produk farmasi, yang sudah mengalihkan strategi pemasaran dari pemasaran yang personal menjadi, Pemasaran Media Sosial.

Tujuan dari studi ini adalah untuk meneliti pengaruh dari Pemasaran Media Sosial terhadap Minat Beli melalui Hubungan Pelanggan, yang meliputi Keintiman dan Kepercayaan pada *Wardah Cosmetics* di Surabaya. Jumlah dari sampel adalah 150 responden, berjenis kelamin wanita, berdomisili di Surabaya, dengan umur minimum 17 tahun, dan pernah mengakses media sosial *Wardah Cosmetics* dalam kurun waktu 2 bulan terakhir. Teknik analisis data yang digunakan dalam study ini adalah *Structural Equation Modeling* (SEM) dengan LISREL 8.70 sebagai alat analisis.

Hasil dari studi ini adalah Pemasaran Media Sosial berpengaruh positif dan signifikan terhadap Keintiman dan Kepercayaan, sebagai variabel representatif Hubungan Pelanggan, juga Minat Beli. Selanjutnya, penggunaan Pemasaran Media Sosial akan lebih efektif mempengaruhi Minat Beli jika melalui Hubungan Pelanggan dahulu.

Kata Kunci: Pemasaran Media Sosial, Pemasaran Relasional, Hubungan Pelanggan, Keintiman, Kepercayaan, Minat Beli