

**THE EFFECT OF SOCIAL NETWORK MARKETING TOWARDS
CONSUMER PURCHASE INTENTION THROUGH CONSUMER
ENGAGEMENT ON EVERWHITE'S LINE OFFICIAL ACCOUNTS
IN SURABAYA**



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**INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
WIDYA MANDALA SURABAYA CATHOLIC UNIVERSITY
SURABAYA
2020**

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IN SURABAYA

UNDERGRADUATE THESIS
Submitted to
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Meet the Requirements
for the Management Bachelor Degree
International Business Management Program

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APPROVAL PAGE

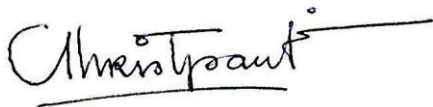
THESIS

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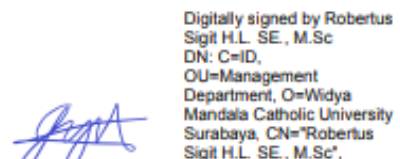
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FOREWORD

Praise God for all of His blessings, love, and guidance during the final assignment of this thesis. The final assignment of this thesis is written as one of the requirements in obtaining a Bachelor of Management degree from the Business Faculty of Widya Mandala Catholic University, Surabaya.

The preparation of the final report will not proceed well without the help, direction and support of various parties. Thus, the author would like to express gratitude to:

1. Dr. Lodovicus Lasdi, MM., Ak., CA., CPAI. as the Dean of Business Faculty at Widya Mandala Catholic University Surabaya
2. Robertus Sigit Haribowo Lukito, SE., M.Sc. as the Head of Management Department at Widya Mandala Catholic University Surabaya
3. Dr. Wahyudi Wibowo, ST., MM. as the Coordinator of International Business Management Program, Faculty of Business, Widya Mandala Catholic University Surabaya
4. Dr. Christina Esti Susanti, MM, CPM (AP) as Advisor I who have spent time, effort, always guide, and counsel to guide author in completing this thesis and give a lot of knowledge
5. Deatri Arumsari Agung, SE., M. Sc. as Advisor II who have genuinely spent her time, effort to guide, give advices and constructive critics during this final assignment writing process
6. My family that always give endless support and prayer, encourage me either in the form of moral and material in completing this final task since the beginning of this final assignment process
7. My friends and other parties who always support and help author during the final assignment writing process that cannot be mentioned one by one, thank you for the support and prayer
8. All administrative staff and student staff of the Widya Mandala Catholic University of Surabaya's Business Faculty who have helped the author during the final project process.

Although this final assignment has been completed, the author realizes that this final assignment has not been done perfectly and will gladly accept constructive criticism and suggestions from all parties. Hopefully this article can provide benefits and add insight to readers.

Surabaya, 2020

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Extracted)

**The Effect of Social Network Marketing towards Consumer Purchase
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ABSTRACT

In marketing, Social Network Marketing has been one of the most popular instruments. Since marketing tools can increase the number of sales, which is the primary goal of any marketer, as it can significantly increase the profitability of the business. This study aims to evaluate and analyze social media promotion and the effect of Everwhite promotion through official LINE accounts on Consumer Purchase Intentions in Surabaya.

People who live in Surabaya and have followed the official Everwhite LINE account are the population in this study. The survey used was 150 respondents over 17 years of age with traits who had a LINE account for at least more than 6 months. A questionnaire was the data collecting method used. Structural Equation Modeling (SEM) is the data analysis approach used.

The results showed that Social Network Marketing was significantly related to Consumer Purchase Intentions but also show that the relationship between Social Network Marketing and Customer Purchasing Intention was not mediated by Consumer Engagement.

Keyword: Social Network Marketing, Consumer Engagement, Consumer Purchase Intention

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ABSTRAK

Social Network Marketing telah menjadi salah satu instrumen pemasaran paling populer. Mengetahui bagaimana alat pemasaran dapat meningkatkan jumlah penjualan, yang merupakan tujuan utama setiap pemasar dan dapat meningkatkan profitabilitas bisnis secara signifikan. Penelitian ini bertujuan untuk mengevaluasi dan menganalisis promosi media sosial dan pengaruh promosi Everwhite melalui akun LINE resminya terhadap *Consumer Purchase Intention* di Surabaya.

Penduduk yang berdomisili di Surabaya dan telah mengikuti akun LINE resmi Everwhite menjadi populasi dalam penelitian ini. Survei yang digunakan adalah 150 responden berusia di atas 17 tahun dan memiliki akun LINE selama minimal lebih dari 6 bulan. Metode pengumpulan data yang digunakan adalah angket. *Structural Equation Modeling* (SEM) adalah pendekatan analisis data yang digunakan.

Hasil penelitian menunjukkan bahwa *Social Network Marketing* berhubungan secara signifikan dengan *Consumer Purchase Intention*, tetapi juga menunjukkan bahwa hubungan antara *Social Network Marketing* dan *Consumer Purchase Intention* tidak dimediasi oleh *Consumer Engagement*.

Kata Kunci: *Social Network Marketing, Consumer Engagement, Consumer Purchase Intention*