

ABSTRACT

This research aims to examine and analyze the Increased Intention of New Savings Product Usage through Social Media Involvement as well as Product Knowledge Role and Customer Engagement (Case Study at Permata Bank Sudirman branch). The population in this research is existing Permata Bank customer of Sudirman branch period 2016 - 2017. The sampling method used is purposive sampling with main criteria is a social media user that following Permata Bank social media account. The type of data used in this study is primary data obtained directly from the results of questionnaires distributed to 125 respondents. The method analysis used in this research is Structural Equation Model (SEM) with Linear Structural Relationship (LISREL) software version 8.80. Result of research indicate that Social Media Involvement have positive and significant effect on Product Knowledge, Product Knowledge have positive and significant effect on Customer Engagement, Social Media Involvement doesn't directly effect on Customer Engagement, Customer Engagement have positive and significant effect on Intention of New Product Use. However, Social Media Involvement and Product Knowledge doesn't affect directly on Intention of New Product Use.

Keywords: Social Media, Product Knowledge, Customer Engagement, Intention



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis Peningkatan Intensi Penggunaan Produk Tabungan Baru Melalui *Social Media Involvement* serta Peran Pengetahuan Produk dan Keterikatan Nasabah (Studi Kasus pada Bank Permata Cabang Sudirman). Populasi dalam penelitian ini adalah nasabah *existing* tahun 2016 – 2017 Bank Permata cabang Sudirman. Metode sampling yang digunakan adalah *purposive sampling* dengan kriteria utama yaitu pengguna media sosial yang mengikuti akun media sosial Bank Permata. Jenis data yang digunakan dalam penelitian ini adalah data primer yang diperoleh secara langsung dari hasil penyebaran kuesioner kepada 125 responden. Metode analisis yang digunakan dalam penelitian ini adalah *Structural Equation Model (SEM)* dengan *software Linear Structural Relationship (LISREL)* versi 8.80. hasil penelitian menunjukkan bahwa *social media involvement* berpengaruh positif dan signifikan terhadap *product knowledge*, *product knowledge* berpengaruh positif dan signifikan terhadap *customer engagement*, *social media involvement* tidak berpengaruh secara langsung terhadap *customer engagement*, *customer engagement* berpengaruh positif dan signifikan terhadap *intention of new product use*, namun *product knowledge* dan *social media involvement* tidak berpengaruh secara terhadap *intention of new product use*.

Kata kunci: *Social Media, Product Knowledge, Customer Engagement, Intention*

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