

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran *profit system*, *trust in products* dan *social group influence* terhadap *intention to recommend* pada produk nano Propolis Sunpro dengan pengaruh *member satisfaction* sebagai variable intervening. Populasi dari penelitian ini adalah member dari sebuah jaringan Multilevel marketing (MLM) bernama PT Natural Nusantara yang berlokasi di beberapa kota di Indonesia dengan jumlah sampel sebanyak 377 orang, dan 375 orang diantaranya merupakan member yang telah membeli Sunpro Propolis sebanyak dua kali. Metode analisis data menggunakan *Structural Equation Model-Partial Least Square* (SEM-PLS) smartPLS 3.0. Penelitian dilakukan dengan cara penyebaran kuesioner yang telah terstruktur, dan ditemukan hasil bahwa *trust in products* dan *social group influence* mempengaruhi *intention to recommend* dari member dalam pengaruh variable *member satisfaction*. Namun demikian, profit system tidak berpengaruh terhadap member satisfaction maupun *intention to recommend* pada member MLM tersebut. Implikasi penelitian ini dibahas dalam artikel.

Kata kunci : *Profit System, Trust in Products, Social Group Influence, Member Satisfaction, Intention to Recommend, Multilevel Marketing.*



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ABSTRACT

This research aims to analyze the role of profit system, trust in products and social group influence on intention to recommend a nano-product named Sunpro Propolis under the influence of member satisfaction as an intervening variable. The audiences of this research are members of a multilevel marketing (MLM) network of PT Natural Nusantara (nasa) which is located in several cities in Indonesia with a sample size of 377 people, and 375 of them are members who have purchased Sunpro Propolis at least twice. The Structural Equation Model-Partial Least Square (SEM-PLS) smartPLS 3.0 is used as data analysis method. The research was carried out by distributing structured questionnaires, and the results were found that trust in products and social group influence influence members' intention to recommend in the influence of member satisfaction variables. However, the profit system has no effect on member satisfaction or intention to recommend MLM members. The implications of this research are discussed in the article.

Keywords : *Profit System, Trust in Products, Social Group Influence, Member Satisfaction, Intention to Recommend, Multilevel Marketing*

