ABSTRACT

This study aims to analyze the effect of affilate marketing, social media marketing, brand image and service quality on purchased decision finance services non-bank, moderated by trust in order to increase Purchased Decision financial services in the form of increased lending. The independent variables are (1) Affiliate Marketing; (2) Social Media Marketing; (3) Brand Image and (4) Service Quality, while the dependent variable is Purchased Decision Financial Services with trust as moderation. The population and sample in the study were individuals who had active contracts at financial services institutions, had social media & e-commerce applications and had visited financial services branch offices. The population in this study were 324 respondents spread throughout Indonesia. The analysis technique uses SEM-PLS. The analysis technique uses SEM-PLS with the following research results: (1) Affiliate Marketing is proven to have a positive and significant impact on purchased decision of financial services; (2) Social Media Marketing is proven to have a positive and significant effect on purchased decision of financial services; (3) Brand Image is proven to have a positive and significant impact on purchased decision of financial services; (4) Service quality is not proven to have a positive and significant impact on Purchased Decision of financial services; (5) Trust moderates the relationship between Brand Image of Purchase Decision non bank.

Keywords:

Affiliate marketing, social media marketing, brand image, service quality, trust, Purchased Decision Financial Services.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *affilate marketing, social media marketing*, *brand image* dan kualitas pelayanan terhadap *purchased decision* jasa keuangan non-bank yang dimoderasi oleh kepercayaan dalam rangka peningkatan *Purchased Decision* jasa keuangan berupa peningkatan penyaluran dana kredit. Adapun variabel independennya adalah (1) *Affiliate Marketing;* (2) *Social Media Marketing;* (3) *Brand Image* dan (4) Kualitas Pelayanan, sementara variabel dependennya *Purchased Decision* Jasa Keuangan dengan kepercayaan sebagai moderasi. Populasi dan sampel dalam penelitian merupakan individu yang telah memiliki kontrak aktif di lembaga jasa keuangan, memiliki social media & aplikasi e-commerce serta sudah pernah berkunjung ke kantor cabang jasa keuangan. Populasi dalam penelitian ini sebanyak 324 responden yang tersebar di seluruh Indonesia. Teknik analisa menggunakan SEM-PLS . Teknik analisa menggunakan SEM-PLS dengan hasil penelitian sebagai berikut: (1) *Affiliate Marketing* terbukti memberikan dampak positif dan signifikan terhadap *purchased decision jasa keuangan*; (2) *Social Media Marketing* terbukti berpengaruh positif dan signifikan terhadap *purchased decision jasa keuangan*; (3) *Brand Image* terbukti memberikan dampak positif dan signifikan terhadap *purchased decision jasa keuangan*; (4) Kualitas pelayanan tidak terbukti memberikan dampak positif dan signifikan terhadap *Purchased Decision* jasa keuangan.; (5) Kepercayaan memoderasi hubungan antara *Brand Image* terhadap *Purchased Decision* jasa keuangan non bank.

Keywords:

Affiliate marketing, social media marketing, brand image, kualitas pelayanan, *kepercayaan*, *Purchased Decision* Jasa Keuangan.