

**PENGARUH PEMASARAN MEDIA SOSIAL DAN E-WOM TERHADAP
NIAT BELI KONSUMEN DI MEDIASI OLEH KEPERCAYAAN
KONSUMEN PADA ICHIBAN SUSHI DI SURABAYA**

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**UIN SUNAN AMPEL
S U R A B A Y A**

**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS ISLAM
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KONSUMEN PADA ICHIBAN SUSHI DI SURABAYA**

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ABSTRAK

Penelitian ini bertujuan mengevaluasi sejauh mana pemasaran melalui media sosial dan electronic word of mouth (E-WOM) memengaruhi minat beli konsumen terhadap Ichiban Sushi di Surabaya, dengan kepercayaan konsumen sebagai variabel mediasi. Ichiban Sushi, sebagai salah satu restoran Jepang populer, menghadapi tantangan mempertahankan keunggulan di tengah perubahan perilaku konsumen akibat digitalisasi.

Penelitian ini menggunakan metode kuantitatif melalui survei terhadap 402 responden dan dianalisis dengan teknik PLS-SEM. Fokus utama penelitian adalah memahami keterkaitan antara strategi digital dan perilaku konsumen dalam konteks sektor kuliner.

Hasil menunjukkan bahwa pemasaran melalui media sosial dan E-WOM berpengaruh positif dan signifikan terhadap kepercayaan dan minat beli konsumen. Kepercayaan konsumen terbukti sebagai mediator sebagian (complementary mediation) yang memperkuat pengaruh strategi digital terhadap niat pembelian. Meski demikian, efektivitas strategi digital masih dipengaruhi oleh tantangan seperti kurang optimalnya konten promosi dan beragamnya respon terhadap ulasan online.

Ichiban Sushi disarankan mengoptimalkan konten visual di media sosial, mendorong ulasan positif melalui insentif, dan meningkatkan transparansi informasi. Temuan ini memberikan kontribusi penting dalam memahami strategi pemasaran digital dan perilaku konsumen di sektor kuliner, serta menjadi panduan praktis bagi bisnis sejenis dalam memperkuat kepercayaan dan loyalitas pelanggan.

Kata Kunci: pemasaran media sosial, E-WOM, kepercayaan konsumen, niat beli, Ichiban Sushi, Surabaya

ABSTRACT

This study aims to evaluate the extent to which social media marketing and electronic word of mouth (E-WOM) influence consumers' purchase intention toward Ichiban Sushi in Surabaya, with consumer trust as a mediating variable. As one of the leading Japanese restaurants in the city, Ichiban Sushi faces the challenge of maintaining its competitive advantage amid the digitalization of consumer purchasing behavior.

A quantitative approach was used, involving 402 survey respondents, with data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The main focus of the research is to understand the relationship between digital strategy and consumer behavior in the context of the culinary sector.

The results indicate that both social media marketing and E-WOM have a positive and significant effect on consumer trust and purchase intention. Consumer trust acts as a complementary mediator that strengthens the relationship between digital marketing strategies and buying interest. However, the effectiveness of these strategies is influenced by challenges such as suboptimal promotional content and varied responses to online reviews.

To boost purchase intention, Ichiban Sushi is advised to optimize visual content on social media, encourage positive reviews through incentives, and enhance information transparency. These findings contribute to the understanding of digital marketing strategies and consumer behavior in the culinary sector, offering practical insights for similar businesses aiming to build consumer trust and drive future purchasing decisions.

Keywords: social media marketing, E-WOM, consumer trust, purchase intention, Ichiban Sushi, Surabaya

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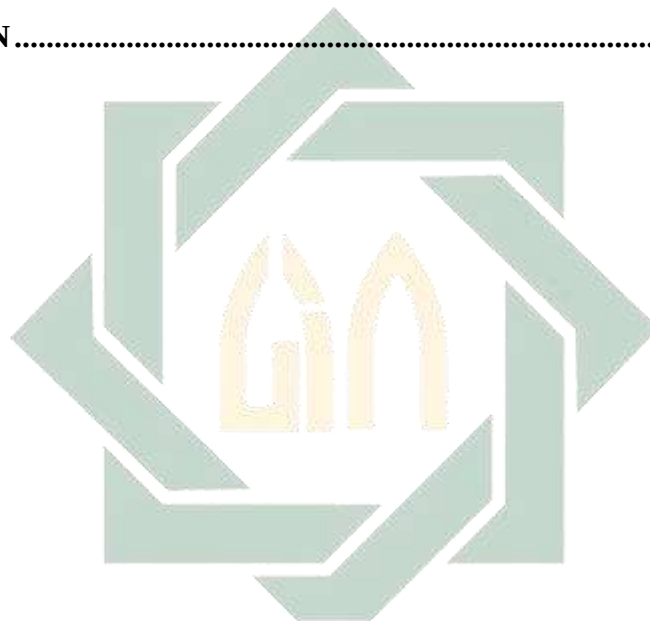
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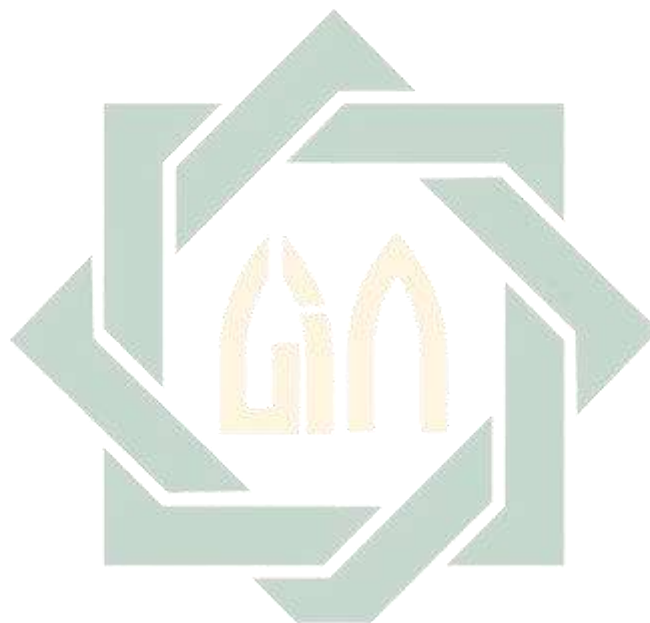


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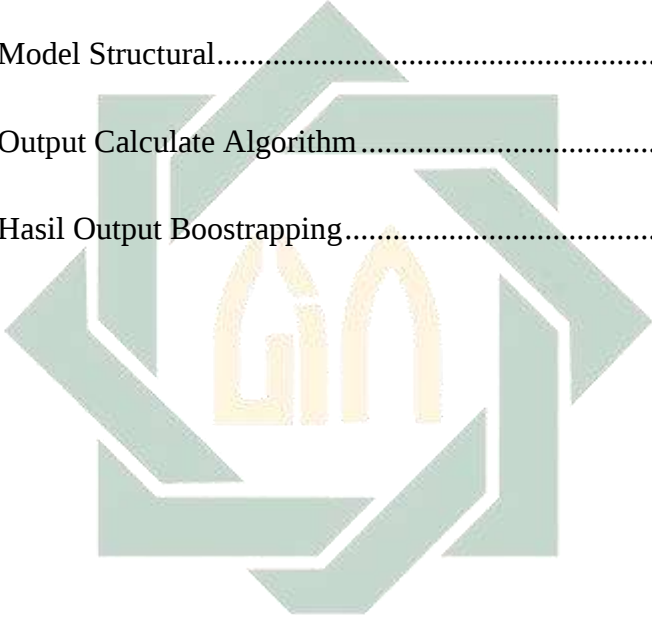
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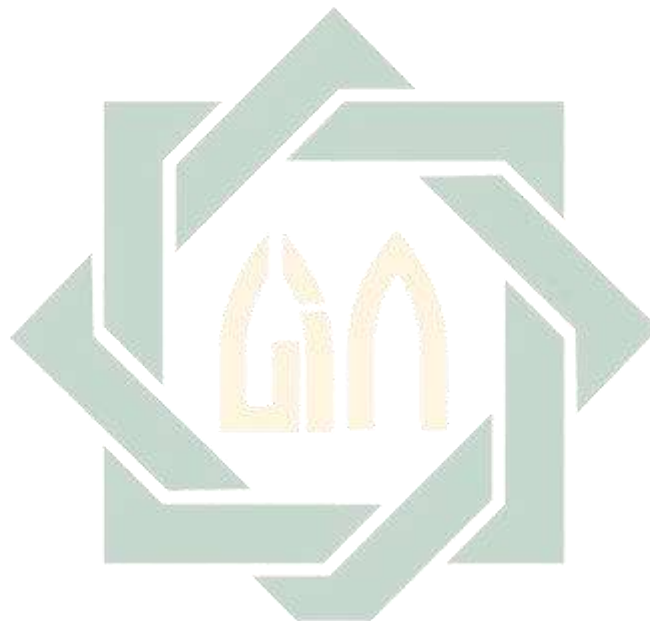
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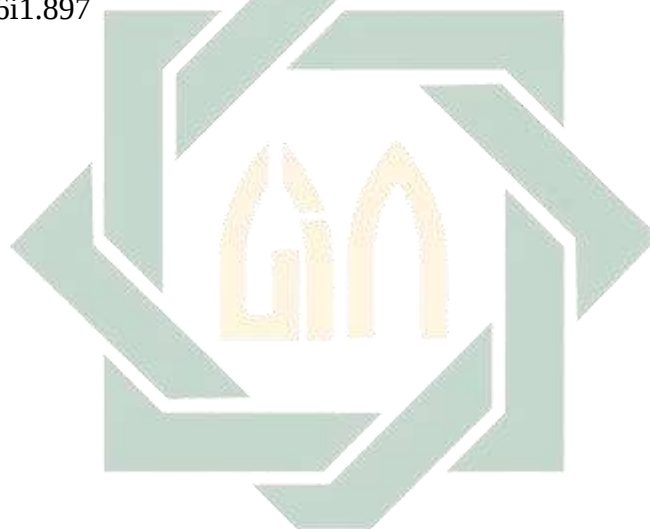
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