

**THE EFFECT OF SOCIAL MEDIA MARKETING, ELECTRONIC
WORD OF MOUTH, BRAND AUTHENTICITY ON PURCHASE
DECISION THROUGH BRAND TRUST AND CUSTOMER
ENGAGEMENT ON TIKTOK PLATFORM**

(Study on Realfood)

UNDERGRADUATE THESIS



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INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

MUHAMMADIYAH YOGYAKARTA UNIVERSITY

2024

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WORD OF MOUTH, BRAND AUTHENTICITY ON PURCHASE
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**PENGARUH *SOSIAL MEDIA MARKETING, ELECTRONIC WORD OF
MOUTH, AND BRAND AUTHENTICITY* TERHADAP KEPUTUSAN
PEMBELIAN MELALUI *BRAND TRUST* DAN *CUSTOMER
ENGAGEMENT* PADA PLATFORM TIKTOK
(Studi pada Realfood)**

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's Degree at the Faculty
of Economics and Business, Management Department, Universitas
Muhammadiyah Yogyakarta



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2024

STATEMENT

Hereby I,

Name : Wava Meilia

Student Identification Number : 20200410389

Declare that this thesis with the title: **"The Effect of Social Media Marketing, Brand Authenticity, and, Electronic Word of Mouth Platform on Purchase Decision Through Brand Trust and Customer Engagement on TikTok Platform (study on Realfood)"**. There is no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge, there is also no work or opinion that has ever been written or published by other people, except the written works that are referred to in this book and stated in the Bibliography. If it turns out that it is known that some works or opinions have been there or sworn by someone else, then I am willing to cancel the work. If this is the case, I will cancel the work.

Yogyakarta, 26 June 2024

A handwritten signature in black ink is written over a 10,000 Indonesian Rupiah banknote. The banknote features the Garuda Pancasila emblem and the text 'REPUBLIK INDONESIA', '10000', 'SERIBU RUPIAH', and 'METERAI KEPAJEN'. The serial number '3698EALX2599 8369' is visible at the bottom of the note.

Wava Meilia

MOTTO PAGE

“Take more substantial risks than what others perceive as secure. Place greater emphasis on the opinions and judgments of others that are considered to be prudent. Aspire to achieve more than what others consider to be realistic”

- Claude T. Bissell

“Orang tua menanti dirumah dengan hasil yang membanggakan jangan kecewakan mereka. Simpan saja keluhmu karena keluhmu tidaklah sebanding dengan pengorbanan mereka menghidupimu ”

-Wava Meilia

ABSTRACT

Like other social media platforms, TikTok has undergone remarkable expansion in recent years, which facilitates the branding of the Realfood brand. This study examines the impact of social media marketing, electronic word-of-mouth, brand authenticity, and on purchase decisions. It specifically focuses on the role of brand trust and customer engagement on Realfood's TikTok platform. The sample for this study comprised 238 respondents who were 17 years old. The data was collected by completing a questionnaire using the disseminated Google Form. The research employs a quantitative data analysis strategy that utilizes a structural model, specifically the AMOS version 24 software, in conjunction with the Structural Equation Modeling (SEM) method. The findings of this study indicate that all hypotheses examined, whether through the Regression Test or the Sobel Test, demonstrate a positive and statistically significant impact. This research contributes to the current theoretical debate and enhances practical comprehension of managing repercussions. It also provides potential avenues for future research endeavors in this field of study.

Keywords: Social Media Marketing, Electronic Word of Mouth, Brand Authenticity, Brand Trust, Customer Engagement, and Purchase Decision.

PREFACE

The author expresses deep gratitude to Allah SWT for the numerous blessings that enabled the successful completion of the undergraduate thesis titled "The Effect of Social Media Marketing, Brand Authenticity, and, Electronic Word of Mouth Platform on Purchase Decision Through Brand Trust and Customer Engagement on TikTok Platform" (study in Realfood). This undergraduate thesis is being created to meet the criteria for obtaining a Bachelor of Economics degree at the Management Study Program Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

The author has chosen this topic, intending to provide readers with valuable insights and contribute to the advancement of science in the local community.

1. Guidance and support from various parties cannot be separated from the preparation of this proposal. Therefore, the author would like to thank Mrs. Dr. Indah Fatmawati, S.E., M.Sc. As a supervisor who has guided the completion of this thesis.
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5. All individuals who participated in my questionnaire and encouraged the dissemination of Realfoods products in Indonesia were delighted consumers.
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7. An individual assisted the writer in creating a Google form questionnaire, as did the writer's friends from the Faculty of Economics and Business (FEB) and other faculties. The writer's friends, too many to list individually, also provided support. Thank you for your prayers, support, and assistance; it is gratifying to be acquainted with you

I acknowledge that my writing is far from flawless. Hence, I eagerly anticipate receiving constructive criticism and recommendations to enhance the quality of this undergraduate thesis. It is my hope that my writing can bring advantages and have a wide-reaching influence on the local community and all its readers.

Yogyakarta, June 26, 2024

A handwritten signature in black ink, appearing to read 'Wava Meilia', with a stylized flourish above the name.

Wava Meilia

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