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Program Studi: Kewirausahaan

Judul: Analisis Pengaruh Sosial Media Marketing Dan *Brand Image* Terhadap Keinginan Pembelian Asuransi Kesehatan Di Perusahaan Allianz

ABSTRAK

Penelitian ini, yang melibatkan 150 responden masyarakat Jakarta, menganalisis pengaruh *social media marketing* dan *brand image* terhadap keinginan pembelian asuransi kesehatan Allianz di Jakarta. Populasi dalam studi ini adalah calon nasabah asuransi kesehatan Allianz di Jakarta. Sebanyak 150 orang responden berpartisipasi sebagai sampel dalam penelitian ini menggunakan teknik *purposive sampling*. Hasil menunjukkan bahwa sosial media marketing berpengaruh positif dan signifikan terhadap keputusan pembelian (*spearman's rho* = 0.312, $p < 0.001$, $r^2 = 0.092$). *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian (*spearman's rho* = 0.300, $p < 0.001$, $r^2 = 0.084$). *social media marketing* dan *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian ($F(3,058) = [12.343]$, $p < 0,01$, $r^2 = 0.132$). Hasil penelitian juga mendiskusikan masukan kepada perusahaan Allianz.

Kata Kunci : Social Media Marketing, *Brand Image*, Keinginan Pembelian, Allianz.

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Study Program: Entrepreneurship

Title: Analysis of the Influence of Social Media Marketing and Brand Image on the Purchase Intention of Health Insurance at Allianz Company

ABSTRACT

This study, involving 150 respondents from Jakarta, analyzes the influence of social media marketing and brand image on the purchase intention of Allianz health insurance in Jakarta. The population in this study consists of potential Allianz health insurance customers in Jakarta. A total of 150 respondents participated as samples in this study using purposive sampling techniques. The results show that social media marketing has a positive and significant influence on purchase decisions (Spearman's $\rho = 0.312$, $p < 0.001$, $r^2 = 0.092$). Brand image also has a positive and significant influence on purchase decisions (Spearman's $\rho = 0.300$, $p < 0.001$, $r^2 = 0.084$). Social media marketing and brand image together have a positive and significant influence on purchase decisions ($F(3,058) = [12.343]$, $p < 0.01$, $r^2 = 0.132$). The study also discusses recommendations for the Allianz company.

Keywords: Social Media Marketing, Brand Image, Purchase Intention, Allianz.