

PENGARUH *PERCEIVED USEFULNESS*,
PERCEIVED ENJOYMENT DAN *SATISFACTION* TERHADAP *INTENTION*
TO FOLLOW DAN *INTENTION TO RECOMMEND* PADA AKUN
INSTAGRAM LEA JEANS

Intan Sekarwangi

Manajemen / Pemasaran

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INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *Perceived Usefulness*, *Perceived Enjoyment*, dan *Satisfaction* terhadap *Intention to Follow* dan *Intention to Recommend* pada Akun Instagram Lea Jeans

Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 25.0 dan AMOS 24.0. Penelitian ini menggunakan sampel sebanyak 150 responden yang aktif menggunakan sosial media instagram yang dikelola oleh Lea Jeans.

Hasil penelitian ini membuktikan bahwa *perceived usefulness* berpengaruh positif terhadap *satisfaction*. *Perceived enjoyment* berpengaruh positif terhadap *satisfaction*. *Satisfaction* berpengaruh positif terhadap *intention to follow*. *satisfaction* berpengaruh positif terhadap *intention to recommend*.

Kata kunci: *Perceived Usefulness*, *Perceived Enjoyment*, *Satisfaction*, *Intention to Follow*, *Intention to recommend*

*THE EFFECT PERCEIVED USEFULNESS, PERCEIVED ENJOYMENT AND
SATISFACTION ON INTENTION TO FOLLOW AND INTENTION TO
RECOMMEND ACCOUNT INSTAGRAM LEA JEANS*

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ABSTRACT

The purpose of this study is to explore The Effect Perceived Usefulness, Perceived Enjoyment And Satisfaction On Intention to Follow And Intention to Recommend Account Instagram Lea Jeans.

This study using Structural Equation Modelling with SPSS 25.0 and AMOS 24.0. This study use sampel as many as 150 respondents who actively use social media instagram managed by Lea Jeans.

The result of this study prove that perceived usefulness has positive effect on satisfaction. Perceived enjoyment has positive effect on satisfacion. Satisfaction has positive effect on intention to follow. Satisfaction has positive effect on intention to recommend.

Keyword :Perceived Usefulness, Perceived Enjoyment, Satisfaction, Intention to Follow, Intention to recommend