

## **ABSTRACT**

### **THE INFLUENCE OF PERCEIVED BENEFITS DIMENSION ON PURCHASE INTENTION IN SOCIAL COMMERCE CONTEXT (Study at Social Commerce Users in Bandar Lampung)**

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Purchase made by consumers on online shopping through social commerce has a variety of perceived benefits. The purpose of this study was to examine the effect of utilitarian value, hedonic value, and social value on purchase intention in social commerce context.

Data were collected through a questionnaire distributed to 100 social commerce users in Bandar Lampung, by using purposive sampling method, which is based on the criteria of consumers who make purchase through social commerce context. The analysis technique used is multiple linear regression analysis.

The results showed that the utilitarian value, hedonic value, and social value can influence consumer purchase intention to make purchases in social commerce context. The research also found that social value as one of the perceived benefits dimension as the major of perceived benefits dimension that has influenced the customers to have purchase intention in social commerce context.

**Keywords:** utilitarian value, hedonic value, social value, purchase intention, social commerce context.