

ABSTRAK

FAKTOR PENENTU *PURCHASE INTENTION* PADA *SOCIAL COMMERCE*: STUDI PADA PENGGUNA PLATFORM INSTAGRAM SHOP DI INDONESIA

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Media sosial, termasuk Instagram, sedang mengalami perkembangan pesat dalam mendukung *social commerce* di Indonesia. Dalam konteks ini, Instagram *Shop* memiliki potensi besar untuk memajukan *social commerce* di Indonesia. Meskipun Instagram telah memiliki jumlah pengguna terbanyak dan memungkinkan pengguna untuk membangun komunitas dan terhubung dengan orang lain, fitur belanja yang ada belum sepenuhnya dimanfaatkan secara optimal.

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi niat pembelian masyarakat Indonesia saat bertransaksi di *social commerce*, khususnya di Instagram *Shop*. Variabel eksogen yang diteliti meliputi *Social Commerce Constructs* dan *Online Behavioral Advertising*. Variabel endogen yang diteliti meliputi *Trust*, *Perceived Risk* dan *Purchase Intention*. Pengumpulan data dilakukan melalui survei *online* dengan menerapkan teknik *purposive sampling* pada 370 responden yang mewakili masyarakat Indonesia yang berusia minimal 17 tahun, memiliki akun media sosial Instagram, pernah melihat iklan pemasaran di media sosial Instagram, dan belum pernah membeli atau memiliki niat untuk melakukan pembelian di media sosial Instagram.

Hasil analisis menggunakan metode SEM menunjukkan bahwa *social commerce constructs* memiliki pengaruh positif terhadap *trust* dan pengaruh negatif terhadap *perceived risk* serta berpengaruh positif terhadap *purchase intention*. *online behavioral advertising* berpengaruh positif terhadap *perceived risk* dan *purchase intention*. *Trust* berpengaruh negatif terhadap *perceived risk* dan positif terhadap *purchase intention*. *Perceived risk* berpengaruh negatif terhadap *purchase intention* dan tidak berperan sebagai mediator antara *trust* dan *purchase intention*. Dengan demikian, unsur sosial dan kepercayaan memainkan peran penting dalam mendorong niat transaksi di Instagram *Shop*.

Kata Kunci: *Social Commerce, Social Commerce Constructs, Online Behavioral Advertising, Perceived Risk, Trust, Purchase Intention*

ABSTRACT

DETERMINANT FACTORS OF PURCHASE INTENTION IN SOCIAL COMMERCE: A STUDY ON USERS OF INSTAGRAM SHOP PLATFORM IN INDONESIA

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Social media, including Instagram, is experiencing rapid development in supporting social commerce in Indonesia. In this context, Instagram Shop has great potential to advance social commerce in Indonesia. Although Instagram has the largest number of users and allows users to build communities and connect with others, the existing shopping features have not been fully utilized optimally.

This research aims to identify the factors that influence the purchase intention of Indonesian society when transacting in social commerce, specifically in Instagram Shop. The exogenous variables studied include Social Commerce Constructs and Online Behavioral Advertising. The endogenous variables studied include Trust, Perceived Risk, and Purchase Intention. Data collection was conducted through an online survey using purposive sampling technique on 370 respondents representing Indonesian society aged at least 17 years old, having an Instagram social media account, having seen marketing advertisements on Instagram social media, and have never made a purchase or had the intention to make a purchase on Instagram social media.

The analysis results using SEM method show that social commerce constructs have a positive influence on trust and a negative influence on perceived risk, as well as a positive influence on purchase intention. Online behavioral advertising has a positive influence on perceived risk and purchase intention. Trust has a negative influence on perceived risk and a positive influence on purchase intention. Perceived risk has a negative influence on purchase intention and does not act as a mediator between trust and purchase intention. Thus, social and trust factors play an important role in driving transaction intention in Instagram Shop.

Keywords: Social Commerce, Social Commerce Constructs, Online Behavioral Advertising, Perceived Risk, Trust, Purchase Intention