

## Analisis pengaruh social commerce terhadap kepercayaan dan niat pembelian sepeda motor = Analysis of social commerce facebook towards consumers trust and intention to buy in motorcycle industry in Indonesia

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social commerce Facebook terhadap kepercayaan dan niat pembelian konsumen sepeda motor di Indonesia. Pengujian ini dilakukan menggunakan metode Structural Equation Modelling (SEM) menggunakan software IBM AMOS 21. Responden diperoleh melalui dua cara yaitu penyebaran kuesioner secara online dan juga mendatangi langsung acara-acara komunitas sepeda motor. Dari penyebaran kuesioner tersebut didapatkan jumlah responden sebanyak 240 orang. Hasil penelitian menunjukkan bahwa social commerce memiliki pengaruh terhadap kepercayaan dan niat pembelian konsumen, namun kepercayaan konsumen tidak mempunyai pengaruh secara langsung terhadap niat pembelian konsumen.

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This research is aimed to analyze the effect of social commerce towards consumers trust and intention to buy in motorcycle industry in Indonesia. This research use Structural Equation Modelling (SEM) and IBM AMOS 21 software. Respondent are acquired in two ways, first the questionnaire are shared online and the second way is the questionnaire are shared in the forum and community events. From the questionnaire sharing researcher acquired 240 respondent to use in this research. The result of this research is that social commerce is having influence towards consumers trust and intention to buy. But trust doesn't have direct effect towards consumers purchase intention.