

Visual appearance navigation customized view dan pengaruh komitmen dalam pembelian impulsif melalui internet: studi pada media sosial Instagram = Visual appearance navigation customized view and the effect of commitment on the impulse buying by internet: study case on social media Instagram

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari variabel Visual Appearance Navigation Customized View terhadap terbentuknya characteristic of the website yang kemudian akan menjadi pemicu terciptanya pleasure of service serta commitment pengguna dan akhirnya terjadi perilaku impulse buying pada para pengguna Instagram.

Desain penelitian yang digunakan adalah deskriptif konklusif dengan cross sectional design. Pengumpulan data dilakukan dengan metode survey yang menyebarkan kuesioner pada responden yang dipilih berdasarkan non probability sampling judgemental. Responden penelitian ini berjumlah 192 orang responden para pengguna aplikasi Instagram dengan usia 20 tahun-35 tahun dan tinggal di wilayah Jabodetabek. Model penelitian dengan 6 enam hipotesis ini diolah dengan software LISREL 8.51 menggunakan teknik Structural Equational Model SEM. Hasil pengolahan data menunjukkan bahwa variabel visual appearance dan customized view memiliki pengaruh signifikan namun tetap positif terhadap characteristic of website. Selain itu juga terdapat variabel characteristic of website yang signifikan mempengaruhi terjadinya pleasure of service serta pleasure of service berpengaruh signifikan terhadap commitment.

.....This study aims to determine the effect of visual appearance navigation customized view toward the forming of characteristic of the website which will trigger the creations of users pleasure of service and commitment and then eventually impulse buyingbehavior in Instagram users happened.

The design of this study is conclusive descriptive with cross sectional design. The data collected with survey method by distributing questionnaires to the selected respondent based on non probability sampling judgemental. This survey respondents totaled 192 Instagram users with range of age is 20 35 years old and living in the Greater Jakarta area.

This research model have six hypothesis is processed by LISREL 8 51 with Equational Structural Model SEM technique. Results from variable data processing show that the visual appearance and customized view has a significantly influence toward the characteristic of the website. There is also a variable characteristic of websites have a significantly effect toward the pleasure of service as well as the pleasure of service significantly influenced toward commitment.