

Analisis Pengaruh Social Media dan Behavioral Belief Terhadap Consumer Repurchase Intentions di E-Commerce Indonesia = Analysis of Social Media and Behavioral Belief Effect on Consumer Repurchase Intentions in Indonesian E-Commerce

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Abstrak

Menurut Badan Pusat Statistik (BPS) jumlah e-commerce di Indonesia terus mengalami peningkatan hal ini mencerminkan industri ini semakin kompetitif oleh karena itu setiap e-commerce terus melakukan berbagai upaya dan pendekatan dengan memanfaatkan publikasi potensial melalui media sosial dan mengadakan berbagai kegiatan sesuai dengan behavioral belief konsumen, Penelitian ini bertujuan untuk mengetahui pengaruh Media Sosial yang diukur oleh (Social Interaction Ties dan Social Media Commitment) terhadap Repurchase Intention dengan mempertimbangkan Social Impact Transfer (Normative Social Influence dan Informational Social Influence) dan Behavioral belief (Perceived Value dan Price Conciousnes) yang dimiliki konsumen. Sampel yang digunakan dalam penelitian ini adalah para pengguna Media Sosial yang berbelanja di e-Commerce dalam kurun waktu 3 bulan terakhir. Data diolah dengan menggunakan Amos seri 26. Hasil penelitian menunjukkan bahwa Sosial Interaction Ties dan Sosial Media Commitment terbukti memiliki pengaruh positif terhadap Normative Social Influence dan Informational Social Influence, Normative Social Influence dan Informational Social Influence juga terbukti memiliki pengaruh positif terhadap Repurchase Intention namun Normative Social Influence dan Informational Social Influence juga terbukti memiliki pengaruh positif terhadap Revisit Intention. Pada behavioral belief dibuktikan bahwa Price Conciousnes dan Perceived Value terbukti memiliki pengaruh positif terhadap Repurchase Intention dengan Attitute towards eCommerce dan Revisit Intension sebagai mediasinya.

Kata kunci: social interaction ties; social media commitment; normative social influence; informational social influence; perceived value; price conciousnes; attitute towards e-commerce; revisit intension â repurchase intention; social media; e-commerce

According to the Badan Pusat Statistik (BPS), the numbers of e-commerce in Indonesia continues to increase, reflecting this industry is increasingly competitive, therefore every e-commerce continues to make various efforts and approaches by utilizing potential publications through social media and conducting various activities in accordance with the behavioral consumer belief, This study aims to determine the effect of Social Media measured by (Social Interaction Ties and Social Media Commitment) on consumer repurchase intention (Repurchase Intention) by considering Social Impact Transfer (Normative Social Influence and Informational Social Influence) and Behavioral belief (Perceived Value and Price Conciousnes) owned by consumers. The sample used in this study is Social Media users who have also shopped at e-Commerce in the last 3 months. Data was processed using Amos series 26. The results showed that Social Interaction Ties and Social Media Commitment proved to have a positive influence on Normative Social Influence and Informational Social Influence, Normative Social Influence and Informational Social Influence also proved to have a positive influence on Repurchase Intention but Normative Social Influence and Informational Social Influence also proved to have a positive influence on

Revisit Intention. In behavioral belief, it is also proven that Price Conciousness and Perceived Value have a positive influence on Repurchase Intention with Attitude towards eCommerce and Intension as the mediation.

Keywords: social interaction ties; social media commitment; normative social influence; informational social influence; perceived value; price conciousness; attitude towards e-commerce; revisit intension - repurchase intention; social media; e-commerce</i>