

Pengaruh perceived availability of information terhadap intention to apply melalui reputation dan identity congruence di kalangan milenial (studi pada: Shopee Indonesia) = The Influence of perceived availability of information in social media on intention to apply through reputation and identity congruence in millennials (a study on Shopee Indonesia)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh perceived availability of information di social media Shopee terhadap intention to apply melalui reputation dan identity congruence. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 156 responden dari kalangan Milenial di DKI Jakarta dengan metode non-probability sampling yaitu convenience sampling. Analisis data menggunakan metode simple regression, multiple regression, path analysis dan juga sobel test. Pengukuran variabel perceived availability of information menggunakan pengukuran dari Kissel dan BÃ¼ttgen (2015), variabel Intention to Apply menggunakan teori dari Highhouse et al (2003), variabel company reputation menggunakan teori dari Bergami dan Bagozzi (200), dan variabel identity congruence menggunakan teori dari Kissel dan BÃ¼ttgen (2015). Hasil pada penelitian ini menemukan bahwa perceived availability of information memiliki pengaruh yang signifikan terhadap reputation; perceived availability of information memiliki pengaruh yang signifikan terhadap identity congruence; perceived availability of information memengaruhi intention to apply secara signifikan; reputation tidak memediasi pengaruh perceived availability of information terhadap intention to apply; identity congruence tidak memediasi pengaruh perceived availability of information terhadap intention to apply.

This study aims to analyze the influence of perceived availability of information on Shopee's social media on intention to apply through reputation and identity congruence. This research uses a quantitative approach with a sample of 156 respondents from the Millennials in DKI Jakarta with a non-probability sampling method, namely convenience sampling. Data analysis using simple regression methods, multiple regression, path analysis and also sobel tests. The measurement of perceived availability of information uses Kissel and BÃ¼ttgen (2015), the intention to apply variable uses theory from Highhouse et al (2003), the company reputation variable uses theory from Bergami and Bagozzi (200), and the identity congruence variable uses theory from Kissel and BÃ¼ttgen (2015). The results of this study found that perceived availability of information has a significant effect on reputation; perceived availability of information has a significant effect on identity congruence; perceived availability of information significantly influences intention to apply; reputation does not mediate the effect of perceived availability of information on intention to apply; identity congruence does not mediate the effect of perceived availability of information on intention to apply.