

The Effect of Consumer Resonance Toward Purchase Intention on Social Network Sites (Case Study: Instagram Traveloka) = Pengaruh Dari Resonansi Konsumen Terhadap Niat Pembelian Pada Situs Jejaring Sosial (Studi Kasus: Instagram Traveloka)

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Abstrak

Skripsi ini meneliti pengaruh Hedonic, Homophily, Information Influence, Normative Influence, Self-Presentation, Tie Strength, Trust, Utilitarian Value terhadap consumer resonance, serta pengaruhnya terhadap purchase intention pada konsumen Traveloka. Pengumpulan data melalui kuesioner yang diberikan kepada responden secara offline. Metode yang digunakan untuk mengolah data dalam penelitian ini adalah SEM-PLS. Hasil penelitian membuktikan secara signifikan bahwa hedonic value, tie strength, normative, dan self-presentation terbukti berpengaruh secara positif signifikan terhadap consumer resonance. Sedangkan utilitarian value, homophily, trust, dan informational tidak terbukti berpengaruh secara signifikan terhadap consumer resonance. Adapun consumer resonance terbukti berpengaruh positif dan signifikan terhadap intention to purchase.

.....This thesis examines the influence of Hedonic, Homophile, Information Influence, Normative Influence, Self-Presentation, Tie Strength, Trust, Utilitarian Value to consumer resonance, and its effect on purchase intention on consumers of Traveloka. Data collection through questionnaires given to respondents offline. The method used to process the data in this study is SEM-PLS. The results of this study prove significantly that hedonic value, tie strength, normative, and self-presentation proved to have a significant positive effect on consumer resonance. While utilitarian values, homophile, trust, and informational are not proven to have a significant effect on consumer resonance. The consumer resonance proved to have a positive and significant impact on intention to purchase.