INTISARI

Tujuan penelitian ini untuk mengetahui pengaruh *perceived enjoyment* dan *social influence variables* terhadap *response to social networks advertisements* pengguna *instagram* di Surabaya.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang menggunakan *instagram* dan pernah melihat iklan di *instagram*. Responden dalam penelitian ini berjumlah 150 orang. Penelitian ini dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan program PASW *statistics* 18 dan LisWin32.

Hasil penelitian ini menemukan bahwa *perceived enjoyment* berpengaruh signifikan terhadap *social identity* dan *group norms*. *Social identity* berpengaruh signifikan terhadap *group intentions*. *Social identity* tidak berpengaruh terhadap *perceived advertisement relevance*. *Group norms* tidak berpengaruh terhadap *group intentions*. *Group intentions* berpengaruh signifikan terhadap *perceived advertisement relevance* dan *perceived advertisement value*. *Perceived advertisement relevance* berpengaruh terhadap *perceived advertisement value*. *Perceived advertisement relevance* tidak berpengaruh terhadap *response to social networks advertisements*. *Perceived advertisement value* berpengaruh signifikan terhadap *response to social networks advertisements*.

Kata kunci: *Perceived Enjoyment*, *Social Influence*, *Advertising*.

ABSTRACT

The purpose of the study was to find out the influence of perceived enjoyment and social influence variables on response to social networks advertisements of instagram users in Surabaya.

The method of the study was a control study with a quantitative approach. This research used a purposive sampling approach, where the sample were respondents who have used instagram and have seen advertisements in instagram. There were 150 respondents involved in this research. This research was analyzed using Structural Equation Modelinh (SEM) with the PASW statistics 18 program and LisWin32.

This research found that perceived enjoyment had a significant influence on social identity and group norms. Social identity had a significant influence on group intentions. Social identity had no influence in perceived advertisement relevance. Group norms had no influence on group intentions. Group intentions had significant influence on perceived advertisement relevance and perceived advertisement value. Perceived advertisement relevance had an influence on perceived advertisement value. Perceived advertisement relevance had no influence on response to social networks advertisements. Perceived advertisement value had significant influence on response to social networks advertisments.

Keywords : Perceived Enjoyment, Social Influence, Advertising.