PENGARUH *SELF-CONGRUENCE, SOCIAL NORMS, INFORMATION QUALITY, INTERACTIVITY* TERHADAP *BRAND LOYALTY* DI *SOCIAL COMMERCE* INSTAGRAM PRODUK MEREK ADIDAS DI SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *relationship quality* terhadap *brand loyalty* di *social commerce* Instagram produk merek adidas di surabaya. Jenis penelitian yang digunakan adalah *causal research* yang terdiri dari 8 variabel yaitu *self-congruence*, *social norms*, *information quality*, *interactivity*, *trust*, *commitment*, *satisfaction*, *brand loyalty*. Penelitian ini menggunakan sumber data primer dengan menyebarkan kuesioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 200 kuesioner. Data dianalisa dengan menggunakan *Structural Equation Modelling* (SEM) dengan *software* SPSS dan *software* AMOS. Hasil penelitian menunjukkan *relationship quality* berpengaruh positif signifikan terhadap *brand loyalty*. *Self-congruence* berpengaruh positif signifikan terhadap *relationship quality*. *Social norms* berpengaruh positif signifikan terhadap *relationship quality*. *Information quality* berpengaruh positif signifikan terhadap *relationship quality*. *Interactivity* berpengaruh positif signifikan terhadap *relationship quality*.

Kata Kunci: *social commerce*, *relationship quality*, *brand loyalty*.

THE INFLUENCE OF SELF-CONGRUENCE, SOCIAL NORMS, INFORMATION QUALITY, INTERACTIVITY ON BRAND LOYALTY IN SOCIAL COMMERCE INSTAGRAM ADIDAS BRAND PRODUCT IN SURABAYA

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ABSTRACT

This study aims to determine and analyze the factors the influence of relationship quality on brand loyalty in social commerce Instagram adidas brand product in Surabaya. The type of research is causal research consisting of 8 variables, that is self-congruence, social norms, information quality, interactivity, trust, commitment, satisfaction, brand loyalty. This study uses primary data sources by distributing online questionnaires. The sample used in this study were 200 questionnaires. Data were analyzed using Structural Equation Modelling (SEM) with SPSS software and AMOS software. The results showed that relationship quality have a significant positive effect on brand loyalty. Self-congruence have a significant positive effect on relationship quality. Social norms have a significant positive effect on relationship quality. Information quality have a significant positive effect on relationship quality. Interactivity have a significant positive effect on relationship quality.

Keywords: social commerce, relationship quality, brand loyalty.