

*PENGARUH SOCIAL PRESENCE, SOCIAL COMMERCE TRUST, COMMITMENT
TERHADAP LOYALTY PADA ACCOUNT INSTAGRAM TOKO BUBBLE TEA DI
SURABAYA*

Kurniawan Mahendra

Jurusan Manajemen/ Peminatan Manajemen Pemasaran

Pembimbing I : Dr. Dudi Anandya S.T.,M.Si.

Pembimbing II : Dra.ec.Indarini M.M., CPM (Asia)

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *social presence*, *social commerce trust*, *commitment* terhadap *loyalty* pada *account Instagram* toko *bubble tea* di Surabaya. Pengolahan data penelitian ini menggunakan program *Statistical Package for Social Sciences* (SPSS) versi 24 dan IBM-AMOS 22 Teknik pengambilan sampel menggunakan *non-probability sampling*. 140 responden diambil dari pengguna media sosial *Instagram* yang telah mengikuti akun toko *bubble tea* di Surabaya. Hasil penelitian ini menunjukkan bahwa *social presence* berpengaruh terhadap *social commerce trust*, *social presence* berpengaruh terhadap *commitment*, *social presence* berpengaruh terhadap *loyalty*, *social commerce trust* tidak berpengaruh terhadap *commitment*, *social commerce trust* tidak berpengaruh terhadap *loyalty*, *commitment* berpengaruh terhadap *loyalty*.

Kata kunci : *social presence*, *social commerce trust*, *commitment*, *loyalty*

*THE EFFECT OF SOCIAL PRESENCE, SOCIAL COMMERCE TRUST,
COMMITMENT ON LOYALTY ON INSTAGRAM ACCOUNTS BUBBLE TEA STORE IN
SURABAYA*

Kurniawan Mahendra

Department of Management/ Marketing Management Specialization

Advisor I : Dr. Dudi Anandya S.T., M.Sc.

Advisor II : Dra.ec.Indarini M.M., CPM (Asia)

ABSTRACT

This study aims to examine and analyze the effect of social presence, social commerce trust, commitment to loyalty on the Instagram account of a bubble tea shop in Surabaya. The data processing of this research used the Statistical Package for Social Sciences (SPSS) version 24 and IBM-AMOS 22. The sampling technique used non-probability sampling. 140 respondents were taken from Instagram social media users who have followed the bubble tea shop account in Surabaya. The results of this study indicate that social presence affects social commerce trust, social presence affects commitment, social presence affects loyalty, social commerce trust does not affect commitment, social commerce trust does not affect loyalty, commitment affects loyalty.

Keywords: social presence, social commerce trust, commitment, loyalty