

**PENGARUH *SOCIAL COMMERCE CONSTRUCTS* TERHADAP
INTENTION TO BUY MELALUI *TRUST, FAMILIARITY, PERCEIVED
USEFULNESS*, DAN *INTENTION TO SEARCH*
PADA MEDIA SOSIAL INSTAGRAM**

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ABSTRAK

Pertumbuhan pengguna internet di era 4.0 sangat pesat. Begitu pula pertumbuhan media sosial yang penggunaannya hampir sebanyak pengguna internet sendiri. Media sosial kini tidak hanya sebagai alat untuk berinteraksi, tapi media sosial juga digunakan untuk mengembangkan bisnis. *E-commerce* saja tidak cukup untuk memaksimalkan layanan pada pelanggan, adanya fitur media sosial yang lebih dekat dengan pelanggan akhirnya memunculkan *social commerce*. *Social commerce* digunakan banyak media sosial, karena dianggap membantu memperkenalkan produk. Namun, masih banyak yang perlu dieksplorasi tentang apa saja yang membuat pelanggan memunculkan minat pembelian dalam *social commerce*. Tujuan penelitian ini adalah untuk mengetahui pengaruh *social commerce constructs* terhadap *intention to buy* melalui *trust, familiarity*, dan *perceived usefulness*. Data yang digunakan dalam penelitian ini adalah data primer yang diambil dari kuesioner penelitian *online*. Responden penelitian ini adalah 400 pengguna Instagram berusia di atas 17 tahun dan pernah mencari atau membeli produk menggunakan Instagram di Pulau Jawa. Teknik pengambilan sampel menggunakan *non-probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modelling* (SEM). Analisis SEM ini menggunakan program AMOS. Hasil dari penelitian ini menunjukkan, *social commerce constructs* berpengaruh positif terhadap *intention to buy, trust, familiarity, trust* berpengaruh positif terhadap *intention to buy* dan *perceived usefulness, familiarity* berpengaruh positif terhadap *trust*, dan *perceived usefulness*. *Perceived usefulness* berpengaruh langsung terhadap *intention to search*. *Intention to search* berpengaruh langsung terhadap *intention to buy*. Namun, *familiarity* tidak berpengaruh langsung terhadap *intention to buy*.

Kata kunci: media sosial, *social commerce, social commerce constructs, trust, familiarity, perceived usefulness, intention to search, intention to buy*.

***THE EFFECT OF SOCIAL COMMERCE CONSTRUCTS TOWARDS
INTENTION TO BUY THROUGH TRUST, FAMILIARITY, PERCEIVED
USEFULNESS, AND INTENTION TO SEARCH IN INSTAGRAM***

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ABSTRACT

The growth of internet users in the era 4.0 accelerated in a rapid way. Not to mention the growth of social media, which currently the users are almost as many as the internet user itself. Social media now is not only used as a tool to interact, but also utilized to develop a business. E-commerce alone is not capable enough to maximize service for customers, and the existence of social media features that are closer to the customer promotes the concept of social commerce. Social commerce is employed by almost all social media, because it is considered as an instrument to help introduce a product. However, there are still a lot of spaces that need to be explored about what makes customers gain the intention to buy in social commerce. The purpose of this study is to determine the influence of social commerce constructs on intention to buy through trust, familiarity, and perceived usefulness. The data used in this study are primary data taken from online research questionnaires. Respondents of the study are 400 users of Instagram aged over 17 years and has searched for or bought products using the social media, with coverage of the Java Island. The sampling technique used is non-probability sampling. This study applies quantitative method through Structural Equation Modelling (SEM). Analysis of SEM is processed using AMOS program. The results of this study indicate that social commerce constructs have a positive impact on intention to buy, trust, and familiarity. Trust has a positive impact on intention to buy and perceived usefulness, while familiarity has a positive impact on trust and perceived usefulness. Perceived usefulness has a direct impact on intention to search. Intention to search has a direct impact on intention to buy. However, familiarity does not directly impact intention to buy.

Keywords: social media, social commerce, social commerce constructs, trust, familiarity, perceived usefulness, intention to search, intention to buy.