

ABSTRAK

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PENGARUH *SOCIAL IDENTITY*, *E-WOM*, DAN *PERCEIVED RISK* TERHADAP *TRUST* DAN *PURCHASE INTENTION* DAN IMPLIKASINYA PADA *PURCHASE DECISION* KONSUMEN *LINE SHOPPING* INDONESIA

(xviii + 48 halaman; 6 gambar; 15 tabel; 2 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh Line Shopping terhadap keputusan pembelian. Di Jakarta dengan melibatkan 100 responden pria sebanyak dan wanita sebanyak. Dengan hadirnya e-Commerce Line Shopping di Indonesia apakah berpengaruh terhadap keputusan pembelian konsumen Indonesia dalam memenuhi kebutuhan dan berbelanja. 100 responden tersebut dipastikan telah melakukan transaksi pembelian di Line Shopping. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 19 pertanyaan dengan Skala Likert 1 – 5 berdasarkan metode *judgemental sampling*. Data dianalisis dengan metode SEM berbasis SmartPLS.

Dari Hasil penelitian ditemukan bahwa terdapat pengaruh intensi pembelian terhadap keputusan pembelian. Intensi pembelian timbul karena ada minat yang berasal dari kepercayaan akan produk atau jasa yang digunakan. Hasil yang lain juga mengungkapkan terdapat pengaruh e-WoM terhadap kepercayaan. E-WoM memberikan dampak yang sangat berpengaruh dalam membentuk kepercayaan semakin positif informasi yang ada dalam e-WoM maka semakin mudah membangun kepercayaan. Hasil selanjutnya menyatakan terdapat pengaruh identitas sosial terhadap kepercayaan namun hasil ini tidak sesuai dengan penelitian yang pernah dilakukan.

Identitas sosial dapat mempengaruhi individu untuk beranggapan bahwa komunitas mereka lebih bisa diandalkan dan dipercayai. Hasil yang lain menyatakan tidak terdapat pengaruh penerimaan risiko terhadap kepercayaan. Kepercayaan diyakini tumbuh berasal dari pengalaman. Hasil selanjutnya tidak terdapat pengaruh penerimaan risiko terhadap intensi pembelian. Risiko yang dihadapi konsumen tidak sebanding dengan nilai yang ditawarkan produk. Terdapat pengaruh kepercayaan terhadap intensi pembelian. Kepercayaan yang semakin tinggi akan berdampak positif terhadap intensi pembeli

Kata Kunci: identitas sosial, e-WoM, penerimaan risiko, kepercayaan, intensi pembeli, dan keputusan pembeli

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THE EFFECT OF IDENTITY SOCIAL, E-WOM, AND PERCEIVED RISK THROUGH TRUST AND INTENTION PURCHASE AND THE IMPLICATION FOR CONSUMER PURCHASE DECISIONS LINE SHOPPING INDONESIA

(xviii + 48 page; 6 figur; 15 table; 2 appendix)

This research was conducted to determine the effect of Line Shopping on purchasing decisions. In Jakarta involving as many as 100 male respondents and as many women. With the presence of e-Commerce Shopping Line in Indonesia, does it affect the purchasing decisions of Indonesian consumers in meeting their needs and shopping. The 100 respondents were confirmed to have made a purchase transaction in the Shopping Line. Data collection was carried out by distributing questionnaires containing 19 questions with a 1-5 Likert Scale based on the judgmental sampling method.

Data were analyzed by the SEM method based on SmartPLS. From the results of the study it was found that there was an effect of purchase intention on purchasing decisions. Purchase intention arises because there is an interest that comes from trusting the product or service used. Other results also revealed that there was an influence of e-WoM on trust. E-WoM has a very influential impact in shaping the confidence of the more positive information contained in e-WoM, the easier it is to build trust.

The next result states that there is an influence of social identity on trust but this result is not in accordance with the research that has been done. Social identity can influence individuals to assume that their community is more reliable and trusted. Other results state that there is no effect of accepting risk on trust. Trust is believed to grow from experience. The next result is there is no effect of risk acceptance on purchase intention. The risks faced by consumers are not worth the value offered by the product. There is an influence of trust in purchase intentions. Higher trust will have a positive impact on buyer intention

Key Words: Social identity, e-WoM, Perceived Risk, Trust, Purchase intention, Purchase decision