

## ABSTRAK

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### **ANALISIS VARIABEL *PERCEIVED HERD BEHAVIOR*, *SUBJECTIVE NORMS*, *PEER COMMUNICATION*, *EMOTIONAL SUPPORT*, DAN *PARASOCIAL INTERACTION* TERHADAP *INTENTION TO PURCHASE IN SOCIAL COMMERCE* PADA PELANGGAN TOKOPEDIA DI SURABAYA**

(xvii + 150 halaman: 13 gambar; 40 tabel; 5 lampiran)

Saat ini, perdagangan *online* menjadi sebuah fenomena dalam ekonomi sebuah negara, hal tersebut diharapkan dapat memberikan dampak positif untuk mensejahterakan pemerataan ekonomi secara digital di Indonesia. Tokopedia merupakan salah satu *platform* jual beli *online* atau *e-commerce* yang menjadi pelopor dalam menghubungkan penjual dan pembeli di seluruh Indonesia. Aplikasi Tokopedia mempunyai layanan yang cukup lengkap dan sangat memudahkan para penggunanya, aplikasi ini menyediakan puluhan juta jenis produk termasuk produk merek resmi, produk lokal, dan digital.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan menggunakan AMOS versi 22.0. Penelitian ini dilakukan dengan menyebarkan kuesioner melalui *google form* kepada 115 responden yang memiliki karakteristik laki-laki dan perempuan berusia 18-60 tahun, berdomisili di Surabaya, menggunakan aplikasi Tokopedia untuk berbelanja secara *online* atau hanya menggunakan fitur dan layanannya dalam satu bulan terakhir.

Dari hasil penelitian dapat dibuktikan bahwa variabel *Subjective Norms*, *Peer Communication*, dan *Parasocial Interaction* berpengaruh signifikan terhadap *Intention to Purchase in Social Commerce*. Sementara itu variabel *Perceived Herd Behavior* dan *Emotional Support* tidak berpengaruh signifikan terhadap *Intention to Purchase in Social Commerce*.

**Kata Kunci:** *E-commerce*, Tokopedia, *intention to purchase in social commerce*, *perceived herd behavior*, *subjective norms*, *peer communication*, *emotional support*, dan *parasocial interaction*.

## ABSTRACT

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***ANALYSIS OF VARIABLES PERCEIVED HERD BEHAVIOR, SUBJECTIVE NORMS, PEER COMMUNICATION, EMOTIONAL SUPPORT, AND PARASOCIAL INTERACTION ON INTENTION TO PURCHASE IN SOCIAL COMMERCE ON TOKOPEDIA CUSTOMERS IN SURABAYA***

*(xvii + 150 pages: 13 images; 40 tables; 5 appendices)*

*Currently, online trading has become a phenomenon in the economy of a country, it is expected to have a positive impact on the welfare of digital economic equality in Indonesia. Tokopedia is one of the online buying and selling platforms or e-commerce that is a pioneer in connecting sellers and buyers throughout Indonesia. The Tokopedia application has a fairly complete service and makes it very easy for its users, this application provides tens of millions of types of products including official brand products, local and digital products.*

*This research is a causal research using quantitative methods and processed using AMOS version 22.0. This research was conducted by distributing questionnaires via google form to 115 respondents who have male and female characteristics aged 18-60 years, domiciled in Surabaya, use the Tokopedia application to shop online or only use its features and services in the past month. From the results of the study, it can be proven that the Subjective Norms, Peer Communication, and Parasocial Interaction variables have a significant effect on Intention to Purchase in Social Commerce. Meanwhile, Perceived Herd Behavior and Emotional Support variables have no significant effect on Intention to Purchase in Social Commerce.*

***Keywords:*** *E-commerce, Tokopedia, intention to purchase in social commerce, perceived herd behavior, subjective norms, peer communication, emotional support, and parasocial interaction.*