

ABSTRAK

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PENGARUH INSTAGRAM ADS TERHADAP *PURCHASE INTENTION* SOYANDELSE DI INDONESIA

Skripsi, Fakultas Ekonomi dan Bisnis (2022)

(xiii + 92 halaman; 5 gambar; 29 tabel; 1 lampiran)

Penelitian ini dilakukan peneliti untuk dapat menguji dan mengetahui seberapa besar antara dua nilai yang berbeda, untuk mengetahui hubungan antara variable *information quality*, *social psychological distance*, *sense of power*, *trust*, dan *Purchase intention* pada Insatgram Ads Soyandelse. Instagram merupakan platform media sosial yang didirikan Kevin Systrom pada 6 Oktober 2010, setelah itu, pada tahun 2012. Peneliti melakukan penelitian secara kuantitatif dan menggunakan *google forms* dalam menungumpulkan data responden. Peneliti mengumpulkan responden sebanyak 206 orang. Peneliti mengolah data menggunakan pernagkan lunak Smart PLS. Berdasarkan pada pengolahan data yang sudah dilakukan peneliti, perusahaan juga diharapkan dapat memperhatikan platform tersebut pada beberapa variabel yaitu *information quality*, *social psychological distance*, *sense of power*, *Trust* dan *purchase intention*. Peneliti menggunakan metode pengunpulan data primer induvdual dengan memanfaatkan kuesioner untuk membantu peneliti dalam memperoleh responden. Berdasarkan dengan pengolohana data yang telah dilakukan oleh peneliti dapat disimpulkan adanya pengaruh signifikan dan berpengaruh positif pada nilai *trust* terhadap *purchase intention*. Penelitian yang telah dilakukan mungkin memiliki pengaruh positif bagi perusahaan dengan mengetahui pentingnya *information quality*, *social psychological distance*, *trust*, *sense of power* terhadap *purchase intention* pengguna Instagram.

Kata Kunci : *Information Quality*, *Social Psychological Distance*, *Sense Of Power*, *Purchase intention*, *Trust*, *Instagram ADS*, *Soyandelse*

Referensi : 39 (1982 – 2021)

ABSTRACT

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THE EFFECT OF INSTAGRAM ADS ON SOYANDELSE PURCHASE INTENTION IN INDONESIA

Thesis, Faculty of Economy and Business

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This research was conducted by researchers to be able to test and find out how big the two different values are, to find out the relationship between the variables of information quality, social psychological distance, sense of power, trust, and Purchase intention on Insatgram Ads Soyandelse. Instagram is a social media platform founded by Kevin Systrom on October 6, 2010, after that, in 2012. Researchers conducted quantitative research and used google forms to collect respondent data. Researchers collected as many as 206 respondents. Researchers processed the data using the Smart PLS software. Based on the data processing that has been carried out by researchers, the company is also expected to pay attention to the platform on several variables, namely information quality, social psychological distance, sense of power, trust and purchase intention. Researchers used the method of collecting individual primary data by utilizing questionnaires to assist researchers in obtaining respondents. Based on the data processing that has been done by the researcher, it can be concluded that there is a significant and positive effect on the value of trust on purchase intention. The research that has been done may have a positive influence on the company by knowing the importance of information quality, social psychological distance, trust, sense of power on Instagram users' purchase intention.

Keywords : Information Quality, Social Psychological Distance, Sense OfPower, Purchase intention, Trust, Instagram ADS, Soyandelse

Reference : 39 (1982 – 2021)