

ABSTRAK

Maria Natasha Indhira Maharani (01619210019)

ANALISIS PENGARUH PARASOCIAL RELATIONSHIP DAN PERCEIVED ENJOYMENT TERHADAP IMPULSE BUYING DENGAN MEDIASI URGE TO BUY

(xi + 84 halaman; 5 gambar; 24 tabel)

Perkembangan teknologi sudah menjadikan *smartphone* sebagai bagian hidup dari semua orang, tidak hanya itu namun *smartphone* juga sudah dapat digunakan untuk berbagai platform seperti social media dan *e-commerce*. Penelitian ini memiliki fokus utama yaitu faktor - faktor seperti *parasocial relationship*, *perceived enjoyment* dan *urge to buy* yang dapat berpengaruh terhadap *impulse buying* di Instagram. Penelitian ini merupakan penelitian empiris yang dilakukan dengan mendapatkan data dari pengguna Instagram di provinsi DKI Jakarta, Indonesia. Data yang didapatkan dari 347 responden akan dianalisis menggunakan SmartPLS. Hasil yang didapatkan menunjukkan bahwa *parasocial relationship*, *perceived enjoyment* dan *urge to buy* memiliki pengaruh yang signifikan terhadap *impulse buying*. Penelitian juga menunjukkan bahwa *parasocial relationship* yang dimediasikan dengan *urge to buy* juga memiliki pengaruh yang signifikan terhadap *impulse buying*, namun *perceived enjoyment* yang dimediasikan dengan *urge to buy* tidak memiliki pengaruh yang signifikan terhadap *impulse buying*.

Kata Kunci : *Impulse buying, Perceived Enjoyment, Parasocial Relationship Hedonic Gratification, Utility gratification, Urge to Buy*

Referensi : 68 referensi (tahun referensi awal 2006 – 2022)

ABSTRACT

Maria Natasha Indhira Maharani (01619210019)

ANALYSIS ON THE EFFECTS OF PARASOCIAL RELATIONSHIP AND PERCEIVED ENJOYMENT TOWARDS IMPULSE BUYING WITH THE MEDIATION OF URGE TO BUY

(xi + 84 pages; 5 pictures; 24 table)

The growth of technology has made smartphones into a part of everyone's life, not only that but smartphones are now equipped to support various types of platforms including social media and e-commerce. The main focus of this research are factors that can affect impulse buying on Instagram such as parasocial relationship, perceived enjoyment, and urge to buy. This is an empirical research by using data from Instagram users in the province of DKI Jakarta, Indonesia. The data collected from 347 respondents will be analysed with SmartPLS. The results show that parasocial relationships, perceived enjoyment, and urge to buy can all have significant effects on impulse buying. Results also show that parasocial relationships mediated by urge to buy can have a significant effect on impulse buying, however, perceived enjoyment mediated by urge to buy does not have any significant effect on impulse buying.

Keywords: *Impulse buying, Perceived Enjoyment, Parasocial Realtionship, Hedonic Gratification, Utility gratification, Urge to Buy.*

Reference : 68 References (tahun referensi awal 2006 – 2022)