ABSTRACT

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THE EFFCT OF INFORMATIVENESS, PHOTO COLOUR, VISUAL AESTHETIC, AND SOCIAL PRESENCE ON GLORY OF FATS INSTAGRAM

(xx+152 pages; 14 figures; 27 tables; 11 appendixes)

In the era of social media that has been grow a lot in the past few years, social media could bring a huge benefits and impact to everyone. Everyone could easily access and participate in the social media to share an information about something useful, valuable and entertaining; they also could promote their brand through social media platform. Company or brands could promote their product through social media by posting a photo content to their social media account. Product photo plays an important role to increase customer purchase intention nowadays, because it could help the customers to visualize the actual product.

The data analysis method that are being used in this research study is a quantitative data technique by using a Structural Equation Model (SEM) and being process by using AMOS software. The data was being collected by distributing questionnaire to 100 respondents which consist of male and female, with an age range of 18 - 60 years old, ever visits Glory of Fats Instagram account, and ever purchase the product of Glory of Fats. The objectives of this research is to find out the effect of Informativeness (I), Photo Color (PC), Visual Aesthetic (VA), and Social Presence (SP) towards Customer Purchase Intention (PI).

The results of the research study shows that Informativeness (H1) has a positive significant influence towards Customer Purchase Intention with the regression coefficient value 0.478; Photo Color (H2) has a positive significant influence towards Customer Purchase Intention with the regression coefficient value 0.319; Visual Aesthetic (H3) has a positive significant influence towards Customer Purchase Intention with the regression coefficient value 0.429; Social Presence (H4) has a positive significant influence towards Customer Purchase Intention with the regression coefficient value 0.362.

Keywords: Informativeness, Photo Color, Visual Aesthetic, Social Presence, Customer Purchase Intention.

References: 74 (2002-2022)

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Di era media sosial yang semakin berkembang dalam beberapa tahun terakhir ini, media sosial dapat memberikan dampak dan manfaat yang sangat besar bagi setiap orang. Setiap orang dapat dengan mudah mengakses dan berpartisipasi dalam kegiatan media sosial untuk berbagi informasi tentang sesuatu yang bermanfaat, berharga dan menghibur. Perusahaan dapat mempromosikan produknya melalui media sosial dengan memposting konten foto ke akun media sosialnya. Foto produk memainkan peran penting untuk meningkatkan niat beli pelanggan saat ini, karena dapat membantu pelanggan untuk memvisualisasikan produk yang sebenarnya.

Metode analisis data yang digunakan dalam penelitian ini adalah teknik kuantitatif dengan menggunakan Structural Equation Model (SEM) dan diolah menggunakan software AMOS. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden yang terdiri dari pria dan wanita, dengan rentang usia 18 - 60 tahun, pernah mengunjungi akun Instagram Glory of Fats, dan pernah membeli produk Glory of Fats. Penelitian ini bertujuan untuk mengetahui pengaruh Informativeness (I), Photo Color (PC), Visual Aesthetic (VA), dan Social Presence (SP) terhadap Customer Purchase Intention (PI).

Hasil penelitian menunjukkan bahwa Informativeness (H1) berpengaruh positif signifikan terhadap Customer Purchase Intention dengan nilai koefisien regresi 0,478; Warna Foto (H2) berpengaruh signifikan positif terhadap Niat Beli Pelanggan dengan nilai koefisien regresi 0,319; Visual Aesthetic (H3) berpengaruh signifikan positif terhadap Niat Beli Pelanggan dengan nilai koefisien regresi 0,429; Social Presence (H4) berpengaruh signifikan positif terhadap Customer Purchase Intention dengan nilai koefisien regresi 0,362.

Keywords: Informativeness, Photo Colour, Visual Aesthetic, Social Presence, Customer Purchase Intention.

References: 74 (2002-2022)