

ABSTRACT

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Analysis of Factors Influencing Consumer Purchase Intention on Buying Product at Bukalapak

(XVI, 254 pages, 8 figures, 33 tables and 17 appendices)

The world economy has witnessed unprecedented levels of digitization over the last three decades, demanding an operational and managerial transformation in enterprises from traditional management methods to technologically mediated management approaches in order to ensure survival and perpetuity. The purpose of this research is to describe the influence of customer's involvement with brand's social media, customer's brand familiarity, information quality on customer's involvement on customer's attitude towards a brand's social media presence, the involvement on brand's social media mediate brand familiarity and attitude towards brand's social media, the involvement on brand's social media mediate information quality and attitude towards brand's social media, the involvement on brand's social media mediate information quality and future purchase intention. To describe the influence of customer's involvement with brand's social media, customer's attitude towards brand's social media on customer's future purchase intention towards a brand. This study used a quantitative methodology and purposive sampling, a non-probability sampling approach, to obtain data through online surveys. For the actual test, 441 samples were collected. Testing for validity and reliability is done on the data collected during the preliminary investigation. Reliability, validity, and the traditional assumption testing are used to evaluate the data collected for the real test. Structural Equation Modeling (SEM) is also used to examine the data in order to test each hypothesis and provide conclusions. As a consequence, each of the 10 hypotheses is confirmed. This study makes recommendations for further research as well as theoretical and managerial consequences.

Keywords: *Brand Familiarity, Information Quality, Involvement on Brand Social Media, Attitude Towards Brand Social Media, Future Purchase Intention.*

References: 338 (2005-2020)