

## ABSTRAK

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### **“PERAN SOSIAL MEDIA TERHADAP PENGARUH *PERCEIVED QUALITY* DAN *PURCHASE INTENTION*”**

(xiv + 112 halaman: 2 gambar; 57 tabel; 1 lampiran)

Social media merupakan sebuah platform yang digunakan untuk meningkatkan *perceived quality* dan *purchase intention* oleh banyak perusahaan, salah satunya adalah perusahaan Garuda Indonesia. Untuk memahami pengaruh social media maka peneliti akan meneliti pengaruh mengenai *perceived quality*, *social values*, *personal values*, *functional values*, *social media WOM*, dan *purchase intention*. Pengumpulan data dilakukan dengan melakukan survei berbasis kuisioner dengan jumlah 306 responden yang telah mengikuti media social Garuda Indonesia dan berdomosili di Indonesia. Pengolahan data menggunakan SPSS dengan melakukan analisis *bivariate validity*, uji heteroskedastisitas, uji multikolinearitas, uji reabilitas, uji f dan uji t. Hasil penelitian ini akan memperlihatkan hasil *perceived quality* berpengaruh secara positif terhadap *social values*. Selanjutnya *perceived quality* berpengaruh secara positif terhadap *personal values*. Selanjutnya *perceived quality* berpengaruh secara positif terhadap *functional values*. Selanjutnya *social values* berpengaruh secara positif terhadap *social media WOM*. Selanjutnya *personal values* berpengaruh secara positif terhadap *social media WOM*. Selanjutnya *functional value* berpengaruh secara positif terhadap *social media WOM*. Selanjutnya *social media WOM* berpengaruh secara positif terhadap *purchase intention*. Selanjutnya *social values*, *personal values* dan *functional values* berpengaruh positif terhadap *media social WOM*. Selanjutnya *perceived quality* berpengaruh positif terhadap *social media WOM*. Selanjutnya *perceived quality* berpengaruh secara positif terhadap *purchase intention*. Implikasi manajerial dari penelitian ini akan ditunjukkan untuk Garuda Indonesia agar bisa melakukan identifikasi sehingga bisa meningkatkan *perceived quality* dan *Purchase intention*.

**Kata Kunci:** *Media Social, Perceived Quality, Social Values, Personal Values, Functional Values, Social Media WOM, Purchase intention.*

Referensi: 96 (2001-2022)

## **ABSTRACT**

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### **"The Role of Social Media in Influencing Perceived Quality and Purchase Intention"**

(xiv + 112 pages + 2 pictures + 57 tables + 1 attachment)

Social media is a platform utilized by numerous companies, including Garuda Indonesia, to enhance perceived quality and purchase intention. To comprehend the impact of social media, the researcher will investigate the influence of perceived quality, social values, personal values, functional values, social media WOM (Word of Mouth), and purchase intention. Data collection will be conducted through a questionnaire-based survey involving 306 respondents who are followers of Garuda Indonesia's social media platforms and reside in Indonesia. The data will be processed using SPSS, employing bivariate validity analysis, heteroscedasticity test, multicollinearity test, reliability test, F-test, and t-test. The findings of this research will demonstrate that perceived quality has a positive effect on social values. Furthermore, perceived quality has a positive impact on personal values. Additionally, perceived quality influences functional values positively. Moreover, social values have a positive influence on social media WOM. Similarly, personal values have a positive effect on social media WOM. Furthermore, functional values influence social media WOM positively. Subsequently, social media WOM influences purchase intention positively. Additionally, social values, personal values, and functional values have a positive impact on social media WOM. Moreover, perceived quality has a positive influence on social media WOM. Lastly, perceived quality has a positive effect on purchase intention. The managerial implications of this research will provide guidance to Garuda Indonesia for identifying strategies to enhance perceived quality and purchase intention.

**Keywords:** social media, Perceived Quality, Social Values, Personal Values, Functional Values, social media WOM, Purchase Intention

**Reference:** 96 (2001-2022)