

ABSTRACT

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HOW SOCIAL SHOPPING RETAINS CUSTOMERS? CAPTURING THE ESSENCE OF WEBSITE QUALITY AND RELATIONSHIP QUALITY

(xvii + 97; 24 tables; 7 figures; 12 appendices)

In the growing technological world, there is always constant development especially within the shopping industry in which customers are becoming more and more interested in shopping and purchasing through online platforms. As a result, the e-commerce industry has gained massive popularity and a new phenomenon emerged called social shopping. Social shopping is known as a computer-based platform that acts as an online mediator which combines both social media and Web 2.0. However, since there is a lack of human interaction, customer retention becomes an issue. Due to this, the research aims to examine the purchase intention of social shopping as the dependent variable, based on the perceived information quality, perceived system quality and perceived service quality as the independent variables, with customer satisfaction, commitment and trust as the mediating variables. The target population for this research were active university students in Tangerang who are taking a bachelor degree. The technique used for sample collection is Snowball Sampling and the amount of sample used for this research is 270 students. The data were then analysed using the program SmartPLS and the tool used was PLS-SEM. Based the results, it showed that all hypotheses were accepted wherein all variables have a significant positive influence on the purchase intention of social shopping.

Keywords: Perceived Information Quality, Perceived System Quality, Perceived Service Quality, Customer Satisfaction, Commitment, Trust and Purchase Intention of Social Shopping