ABSTRAK

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PENGARUH *ATTITUDE ENGAGEMENT* MEDIA SOSIAL INSTAGRAM SEPATU XYZ DALAM MEMENGARUHI *PURCHASE INTENTION*

(xiv + 132 halaman: 27 Tabel : 3 Gambar : 7 Grafik : 6 Lampiran)

Pada era globalisasi saat ini, teknologi informasi internet terus di manfaatkan secara maksimal oleh beberapa pengusaha, salah satunya adalah pemanfaatan sosial media Instagram. Studi ini memberikan wawasan tentang dampak *perceived usefulness*, *compatibility*, *enjoyment*, *credibility* dan *peer communication* dari *attitude engagement* pada sosial media Instagram sepatu XYZ terhadap minat berbelanja (*purchase intenti*on). Jumlah sampel yang diambil adalah sebanyak 152-responden menggunakan metode *non-probability accidental sampling*. Analisis data menggunakan perangkat lunak *SmartPLS* yang digunakan untuk mengidentifikasi keterkaitan antara *perceived usefulness*, *compatibility*, *enjoyment*, *credibility* dan *peer communication* dari *attitude engagement* terhadap *intention to engage* dan *purchase intention*. Hasil penelitian ini menunjukkan bahwa *compatibility*, *enjoyment dan credibility* memiliki pengaruh yang siginifikan terhadap *attitude engagement* untuk membentuk *intention to engage*, dan dengan demikian berpengaruh positif terhadap minat membeli (*purchase intention*).

Kata Kunci – *Perceived Usefulness*, *Compatibility*, *Enjoyment*, *Credibility*, *Peer Communicatio*n, *Attitude Engagement* melalui Sosial Media, *Intention to Engage* melalui Sosial Media, *Purchase Intention*.

ABSTRACT

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THE EFFECT OF ATTITUDE ENGAGEMENT THROUGH INSTAGRAM SOCIAL MEDIA ON PURCHASE INTENTION: A SHOE RETAIL BRAND XYZ

(xiv + 132 pages: 27 Tables : 3 Pictures : 7 Graphics : 6 Attachments)

In globalization era, several entrepreneurs maximally utilized technology of internet. One of which is Instagram social media. This study provides insights on the impacts of perceived usefulness, compatibility, enjoyment, credibility, and peer communication of attitude engagement on Shoe XYZ's Instagram to purchase intention. The number of samples taken is 152 respondents using method of non-probability accidental sampling. Data analysis using software SmartPLS which is used to identify the relationship between perceived usefulness, compatibility, enjoyment, credibility, and peer communication from attitude engagement through Instagram social media to intention to engage through Instagram social media and finally to do purchase intention. The results of this study indicate that compatibility, enjoyment and credibility have a significant influence on attitude engagement to form intention to engage through Instagram social media, and thus have a positive effect on purchase intention.

Key Word – Perceived Usefulness, Compatibility, Enjoyment, Credibility, Peer Communication, Attitude Engagement through Social Media, Intention to Engage through Social Media, Purchase Intention.