ABSTRAK

Raissa Uli Desi Deria Rompies (01619200026)
"PENGARUH FITUR *SOCIAL MEDIA ADVERTISING* TERHADAP *PURCHASE INTENTION:* STUDI KASUS PADA STARBUCKS INDONESIA"
(xiv + 151 halaman; 32 tabel; 5 gambar)

Penelitian ini bertujuan untuk menganalisis pengaruh positif fitur *social media advertising* yaitu *performance expectancy, hedonic motivation, habit, interactivity, informativeness, perceived relevance* terhadap *purchase intention, interactivity* terhadap *hedonic motivation,* dan pengaruh positif *interacitivity, informativeness* dan *perceived relevance* terhadap *performance expectancy*. Penelitian ini melibatkan 289 responden yang merupakan target populasi yaitu pengguna *social media* Instagram yang pernah melihat iklan Starbucks Indonesia dan berdomisili di Jakarta, Bogor, Depok, Tangerang dan Bekasi. Teknik pengambilan sampel penelitian ini menggunakan *non-probability convenience sampling,* pengumpulan data responden dilakukan dengan menyebarkan kuesioner yang terdiri dari 26 item pernyataan dengan skala Likert 1-5 dalam bentuk *google form* secara *online* melalui *platform* sosial media. Analisis data menggunakan metode *Partial Least Square-Structural Equation Modelling (PLS-SEM)*. Hasil yang didapatkan menunjukkan bahwa *performance expectancy, habit, informativeness,* dan *perceived relevance* berpengaruh positif terhadap *purchase intention,* kemudian *interactivity, informativeness* dan *perceived relevance* berpengaruh positif terhadap *performance expectancy*. Sedangkan hasil penelitian juga menunjukkan bahwa *hedonic motivation* dan *interactivity* tidak berpengaruh positif terhadap *purchase intention,* dan *interactivity* tidak berpengaruh positif terhadap *hedonic motivation*.

Kata kunci: *social media advertising, performance expectancy, hedonic motivation, interactivity, informativeness, perceived relevance, purchase intention.*

ABSTRACT

Raissa Uli Desi Deria Rompies (01619200026)
"THE IMPACT OF SOCIAL MEDIA ADVERTISING FEATURES TOWARD PURCHASE INTENTION: CASE STUDY OF STARBUCKS INDONESIA"
(xiv + 151 pages; 32 table; 5 pictures)

This study aims to analyze the positive effect of social media advertising which is performance expectancy, hedonic motivation, habit, interactivity, informativeness, perceived relevance on purchase intention, interactivity on hedonic motivation, and to analyze the positive effect of interactivity, informativeness and perceived relevance on performance expectancy. This study involves 289 respondents that are the target population who is a user of Instagram, have ever seen Starbucks Indonesia advertising and residing in Jakarta, Bogor, Depok, Tangerang, and Bekasi. The sampling technique in this study is using non-probability convenience sampling. Data of respondents were collected using a questionnaire consisting of 26 items with a Likert 1-5 scale in google form distributed online through the social media platform. The data of this study were analyzed using the Partial Least Square-Structural Equation Modelling (PLS-SEM). The result of the study conducted showed that performance expectancy, habit, informativeness, and perceived relevance have a positive effect on purchase intention. Moreover, interactivity, informativeness, and perceived relevance have a positive effect on performance expectancy. However, from this study hedonic motivation and interactivity did not have a positive effect on purchase intention, also interactivity did not have a positive effect on hedonic motivation.

Keywords*: social media advertising, performance expectancy, hedonic motivation, interactivity, informativeness, perceived relevance, purchase intention.*