

ABSTRAK

Celia Nugroho (90120080033)

PENGARUH *APPAREL PRODUCT PRESENTATION* DI *FACEBOOK* TERHADAP *PURCHASE INTENTION* MELALUI *PERCEIVED RISK* UNTUK KONSUMEN SURABAYA

Pertumbuhan internet yang cukup baik dan bertambahnya jumlah pengguna internet di Indonesia perlahan turut mengerek budaya belanja *online* di Indonesia. Pemilik toko *online* yang mulanya menawarkan produk yang mereka jual melalui *website* khusus kini mulai beralih ke situs-situs jejaring sosial sebagai wadah promosi mereka. Saat ini, *Facebook* adalah salah satu situs jejaring sosial yang tengah marak melanda masyarakat Indonesia dan mancanegara. Para penjual produk *apparel* perlahan mulai beralih ke sistem *online shop*. Berbelanja secara online menimbulkan *perceived risk* tersendiri bagi calon pembeli, dimana *perceived risk* tersebut akan mempengaruhi keinginan calon konsumen untuk membeli. Oleh karena itu, diperlukan penelitian lebih lanjut mengenai sikap konsumen terhadap *perceived risk* yang mereka hadapi sebelum berbelanja produk *apparel* secara *online* melalui *Facebook*.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *apparel product presentation* di *Facebook* terhadap *purchase intention* melalui *perceived risk* untuk konsumen Surabaya. Obyek penelitian ini adalah produk *apparel* yang ditawarkan secara *online* melalui *Facebook*, dan subyek penelitian adalah calon konsumen perempuan yang pernah melihat *website* produk *apparel* di jejaring sosial *Facebook*.

Analisis data menggunakan SEM (Structural Equation Modelling). Analisis meliputi uji normalitas, outliers, multicollinearity dan singularity, dan uji hipotesis melalui koefisien jalur. Uji validitas dan reliabilitas instrumen penelitian dilakukan dengan menggunakan program AMOS 16.

Hasil analisis mengemukakan bahwa 3 hipotesis dalam penelitian ini diterima: *product presentation* berpengaruh signifikan terhadap *perceived risk*; *perceived risk* berpengaruh signifikan terhadap *purchase intention*; dan *product presentation* berpengaruh signifikan terhadap *purchase intention* melalui *perceived risk* untuk produk *apparel* di *Facebook* untuk konsumen Surabaya.

Saran akademis yang diajukan oleh peneliti adalah agar penelitian selanjutnya melakukan segmentasi terlebih dahulu sehingga bisa diketahui karakteristik konsumen yang sebenarnya. Saran praktis menekankan agar para pemilik toko *online* yang menjual produk *apparel* melalui *Facebook* terus mengembangkan desain presentasi produk sehingga mengurangi tingkat *perceived risk* konsumen, dan secara berkesinambungan akan meningkatkan *purchase intention* konsumen untuk membeli produk *apparel* dari *website* mereka.

Kata kunci: *product presentation, purchase intention, perceived risk.*

ABSTRACT

Celia Nugroho (90120080033)

THE EFFECT OF APPAREL PRODUCT PRESENTATION AT FACEBOOK ON PURCHASE INTENTION THROUGH PERCEIVED RISK FOR SURABAYA CONSUMERS

The dynamic growth of internet facility and growing number of internet users in Indonesia constantly boost the online shopping culture within the country. The sellers of apparel products slowly shift to online shop. The owners of online shops whom previously employing special websites to offer their products for sale, recently move to social network websites as the promotional instrument. *Facebook* is currently one of the most popular social network website across Indonesia and worldwide. Online shopping delivers its own perceived risk to potential customer, which will influence customer's intention to purchase. Therefore, it is crucial to conduct a research on consumers behavior towards perceived risk they have before carrying out the online shopping activities for apparel products available on Facebook.

This research is conducted in purpose of knowing the effect of apparel product presentation on purchase intention through perceived risk for Surabaya consumers. The research object covers the apparel products being online-offered through Facebook, while the subjects of this research are those potential female consumers who have ever seen apparel products website on Facebook.

SEM (Structural Equation Modelling) analysis is being employed for this research. The analyses cover normality, outliers, multicollinearity and singularity, and hypotheses testing using coefficient path. The validity and reliability tests for research instruments are being carried out using AMOS 16 program.

The results confirm 3 hypotheses stated on this research: product presentation significantly influences perceived risk; perceived risk significantly influences purchase intention; and product presentation significantly influences purchase intention through perceived risk for apparel products at Facebook for Surabaya consumers.

The writer proposed academic suggestion to conduct segmentation in front before having the similar research in order to know the real characteristics of consumers. The practical suggestion pointed out that the owner of online shops selling apparel products on Facebook have to keep develop the design for product presentation which continually lower consumers' perceived risk and definitely will boost consumers' purchase intention to buy the apparel products on their sites.

Keywords: *product presentation, purchase intention, perceived risk.*