

# **ABSTRACT**

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## **IMPACT OF SOCIAL EXPERIENCE ON CUSTOMER PURCHASE DECISION IN THE SOCIAL COMMERCE CONTEXT OF INSTAGRAM**

(ix+127 pages; 11 figures; 31 tables; 26 appendices)

Social commerce is a new business model formed from the merger of social networking and e-commerce that promotes product sales and influences user purchasing behavior via a network of social media and social networking sites. As social experience such as recommendations, interactions, and communication between people, is viewed as the fundamental component that drives social commerce, monitoring its influence on an individual's purchase decision becomes critical. One of the most growing social commerce platforms in Indonesia is Instagram. Instagram is a social media currently under the auspices of Facebook, which allows users to capture, edit, post, and share their photos/videos with others.

The writing of this thesis is to research Instagram as research object to analyze factors of Social Experience which are impacting Customer Purchase Decision, which are Subjective Norms (SN), Peer Communication (PC), Emotional Support (ES), Parasocial Interaction (PI) and Perceived Herd Behavior (PHB) towards Customer Purchase Decision (CPD).

The method used in this study is quantitative data processing using the Structural Equation Model (SEM) with AMOS. The data was obtained by distributing a questionnaire to 125 respondents who were male and female, aged 18-60 years old, had Instagram apps installed on their smartphone, and had at least two transactions in the previous 6 months.

The study has indicated that Subjective Norms (H1) has positive significant effect on Customer Purchase Decision with regression coefficient value of 0.195; Peer Communication (H2) has positive significant effect on Customer Purchase Decision with regression coefficient value of 0.247; Emotional Support (H3) has positive significant effect on Customer Purchase Decision with regression coefficient value of 0.336, Parasocial Interaction (H4) has positive significant effect on Customer Purchase Decision with regression coefficient value of 0.352 and lastly Perceived Herd Behavior (H5) has positive significant effect on Customer Purchase Decision with regression coefficient value of 0.325.

**Keywords:** Social Experience, Social Commerce, Instagram, Subjective Norms, Peer Communication, Emotional Support, Parasocial Interaction, Perceived Herd Behavior, Customer Purchase Decision  
**References:** 28 (1975 – 2022)



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### IMPACT OF SOCIAL EXPERIENCE ON CUSTOMER PURCHASE DECISION IN THE SOCIAL COMMERCE CONTEXT OF INSTAGRAM

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Perdagangan sosial adalah model bisnis baru yang terbentuk dari penggabungan jejaring sosial dan *e-commerce* yang mempromosikan penjualan produk dan memengaruhi perilaku pembelian pengguna melalui jaringan media sosial dan situs jejaring sosial. Karena pengalaman sosial seperti rekomendasi, interaksi, dan komunikasi antara orang-orang, dipandang sebagai komponen mendasar yang mendorong perdagangan sosial, memantau pengaruhnya terhadap keputusan pembelian individu menjadi sangat penting. Salah satu *platform* yang paling berkembang di Indonesia adalah Instagram. Instagram adalah media sosial yang saat ini berada di bawah naungan Facebook, yang memungkinkan penggunaannya untuk mengabadikan, mengedit, memposting, dan berbagi foto/video mereka dengan orang lain.

Tujuan penulisan tesis ini adalah meneliti Instagram sebagai objek penelitian untuk menganalisis faktor-faktor Pengalaman Sosial yang mempengaruhi Keputusan Pembelian Pelanggan, yaitu *Subjective Norms (SN)*, *Peer Communication (PC)*, *Emotional Support (ES)*, *Parasocial Interaction (PI)* dan *Perceived Herd Behavior (PHB)* terhadap *Customer Purchase Decision (CPD)*.

Metode yang digunakan dalam penelitian ini adalah pengolahan data kuantitatif menggunakan Structural Equation Model (SEM) dengan AMOS. Data diperoleh dengan menyebarkan kuesioner kepada 125 responden yang berjenis kelamin laki-laki dan perempuan, berusia 18-60 tahun, memiliki aplikasi Instagram di smartphone, dan melakukan minimal dua kali transaksi dalam 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Subjective Norms (H1)* berpengaruh positif signifikan terhadap *Customer Purchase Decision* dengan nilai koefisien regresi sebesar 0,195; *Peer Communication (H2)* berpengaruh positif signifikan terhadap *Customer Purchase Decision* dengan nilai koefisien regresi sebesar 0,247; Dukungan Emosional (H3) berpengaruh signifikan positif terhadap *Customer Purchase Decision* dengan nilai koefisien regresi sebesar 0,336, *Parasocial Interaction (H4)* berpengaruh signifikan positif terhadap *Customer Purchase Decision* dengan nilai koefisien regresi sebesar 0,352 dan terakhir *Perceived Herd Behavior (H5)* berpengaruh signifikan positif berpengaruh terhadap *Customer Purchase Decision* dengan nilai koefisien regresi sebesar 0,325.

**Kata Kunci:** Social Experience, Social Commerce, Instagram, Subjective Norms, Peer Communication, Emotional Support, Parasocial Interaction, Perceived Herd Behavior, Customer Purchase Decision  
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