

ABSTRAK

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ANALISIS PENGARUH *TRENDINESS*, *RELAXATION*, *BOREDOM*, DAN *INFORMATION SEEKING* TERHADAP *BUYING BEHAVIOR* MELALUI *ONLINE ADVERTISEMENT CLICKING* DAN *SOCIAL IDENTIFICATION* PADA *FOLLOWER* AKUN *INSTAGRAM* TASYA FARASYA DI SURABAYA

(xviii + 158 halaman; 19 gambar; 31 tabel; 4 lampiran)

Penelitian ini bertujuan mengetahui pengaruh *Trendiness*, *Relaxation*, *Boredom*, dan *Information Seeking* terhadap *Buying Behavior* melalui *Online Advertisement Clicking* dan *Social Identification*. Manfaat penelitian ini adalah memperkaya pengetahuan di bidang manajemen, khususnya pengaruh *Online Advertisement Clicking* dan *Social Identification* terhadap *Buying Behavior* yang dapat mendorong keputusan pembelian melalui konten *influencer*. Penelitian ini menggunakan metode kuantitatif dengan analisis data SmartPLS 4.1.0.8. Data dikumpulkan melalui kuesioner kepada 120 responden pria dan wanita usia 18-60 tahun, yang tinggal di Surabaya dan telah membeli produk kosmetik yang didukung Tasya Farasya melalui Instagram setidaknya dua kali dalam tiga bulan terakhir. Hasil penelitian menunjukkan bahwa *Trendiness* berpengaruh signifikan terhadap *Social Identification* dengan koefisien regresi sebesar 0.000, *Relaxation* berpengaruh signifikan terhadap *Social Identification* dengan koefisien regresi sebesar 0.001, *Boredom* berpengaruh signifikan terhadap *Social Identification* dengan koefisien regresi sebesar 0.044, *Information Seeking* berpengaruh signifikan terhadap *Social Identification* dengan koefisien regresi sebesar 0.016. Sementara itu, *Trendiness* tidak berpengaruh signifikan terhadap *Online Advertisement Clicking* dengan koefisien regresi sebesar 0.397. Sedangkan *Social Identification* berpengaruh signifikan terhadap *Online Advertisement Clicking* dengan koefisien regresi 0.002. Sementara *Social Identification* tidak berpengaruh signifikan terhadap *Buying Behavior* dengan koefisien regresi sebesar 0.130. Serta terdapat pengaruh signifikan antara *Online Advertisement Clicking* dan *Buying Behavior* dengan koefisien regresi sebesar 0.001.

Kata Kunci : *Trendiness*, *Relaxation*, *Boredom*, *Information Seeking*, *Online Advertisement Clicking*, *Social Identification*, *Buying Behavior*

Referensi : 164 (1995 – 2024)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF TRENDINESS, RELAXATION, BOREDOM, AND INFORMATION SEEKING ON PURCHASING BEHAVIOR THROUGH ONLINE ADVERTISEMENT CLICKING AND SOCIAL IDENTIFICATION ON FOLLOWERS OF TASYA FARASYA'S INSTAGRAM ACCOUNT IN SURABAYA

(xviii + 158 pages; 19 figures; 31 tables; 4 appendics)

This study explores the impact of Trendiness, Relaxation, Boredom, and Information Seeking on Buying Behavior through Online Advertisement Clicking and Social Identification. The research aims to enrich management knowledge, particularly regarding the influence of Online Advertisement Clicking and Social Identification on Buying Behavior, which can drive purchase decisions through influencer content. A quantitative approach with SmartPLS 4.1.0.8 analysis was used. Data were collected from 120 respondents, ages 18-60 in Surabaya, that purchased products endorsed by Tasya Farasya on Instagram at least twice in the past three months. The results indicate that Trendiness significantly influences Social Identification with a regression coefficient of 0.000, Relaxation significantly influences Social Identification with a regression coefficient of 0.001, Boredom significantly influences Social Identification with a regression coefficient of 0.044, and Information Seeking significantly influences Social Identification with a regression coefficient of 0.016. On the other hand, Trendiness does not significantly influence Online Advertisement Clicking with a regression coefficient of 0.397. However, Social Identification significantly influences Online Advertisement Clicking with a regression coefficient of 0.002. Social Identification does not significantly influence Buying Behavior with a regression coefficient of 0.130. Finally, Online Advertisement Clicking has a significant impact on Buying Behavior with a regression coefficient of 0.001.

Keywords : Trendiness, Relaxation, Boredom, Information Seeking, Online Advertisement Clicking, Social Identification, Buying Behavior

References : 164 (1995 – 2024)