

Komunikasi antar pengguna social media dan dampaknya terhadap product attitude : studi kasus pada komunitas online KIA Picanto Indonesia = Social media peer communication and impacts on product attitude : case study for KIA Picanto Indonesia online community

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Abstrak

Sosialisasi konsumen melalui peer communication menggunakan situs social media telah menjadi isu penting pemasaran melalui pengembangan dan meningkatnya popularitas social media. Dipandu oleh kerangka sosialisasi, skripsi ini menyelidiki peer communication melalui situs social media, tie strength with peers dan identification with the peer group dengan anggota komunitas sebagai anteseden, dan product attitude dan keputusan pembelian sebagai hasil. Survey data dari responden sebanyak 150 orang yang terlibat dalam peer communication tentang produk melalui social media mengkonfirmasi bahwa dua anteseden mempunyai pengaruh positif pada hasil peer communication. Sosialisasi konsumen online melalui peer communication juga mempengaruhi keputusan pembelian dalam dua cara: secara langsung dan secara tidak langsung dengan memperkuat keterlibatan produk.

*Consumer socialization through peer communication using social media websites has become an important marketing issue through the development and increasing popularity of social media. Guided by a socialization framework, this investigates peer communication through social media websites; individual-level tie strength and group-level identification with the peer group as antecedents; and product attitudes and purchase decisions as outcomes. Survey data from 150 participants who engaged in peer communications about products through social media confirm that the two antecedents have positive influences on peer communication outcomes. Online consumer socialization through peer communication also affects purchasing decisions in two ways: directly (conformity with peers) and indirectly by reinforcing product involvement. In addition, consumer's need for uniqueness has a moderating effect on the influence of peer communication on product attitudes.*