

Motivasi social media product browsing dan pengaruhnya terhadap purchase intention dan word of mouth intention = Motivation of social media product browsing and its influence on purchase intention and word of mouth intention / Mohamad Fauzi Rachman

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Abstrak

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Tesis ini meneliti tentang faktor penting yang memotivasi konsumen Generasi Y untuk melakukan penelusuran produk dari sebuah restoran pada platform media sosial Instagram, dan menguji apakah niat untuk melakukan penelusuran produk tersebut akan mempengaruhi purchase intention di masa depan dan selanjutnya mengarah kepada pertukaran/berbagi informasi produk tersebut (word-of-mouth intention) dengan teman dan kenalan. Setelah dilakukan tinjauan pustaka dan penyusunan hipotesis, diperoleh data dari penyebaran kuesioner kepada 223 responden yang berusia 16-35 pada tahun 2015 ini (kelompok Generasi Y) dan mempunyai akun Instagram serta pernah melakukan penelusuran produk sebuah restoran melalui platform tersebut, dengan melakukan pendekatan convenience sampling dan snowball sampling, dan kemudian dilakukan analisis terhadap data dengan Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa niat konsumen untuk melakukan penelusuran produk sebuah restoran pada media sosial Instagram dipengaruhi secara positif dan signifikan oleh utilitarian motivation dan keempat dimensi yang membentuknya, yaitu convenience, information availability, product selection, customized advertisement dan juga hedonic motivation serta keempat dimensi yang membentuknya, yaitu trend discovery, socializing, adventure, authority & status. Dimana dari variabel utilitarian motivation, dimensi product selection memiliki pengaruh yang paling besar terhadap niat tersebut. Sedangkan untuk variabel hedonic motivation, dimensi adventure adalah yang memiliki pengaruh yang terbesar. Lebih lanjut, penelusuran produk yang dilakukan oleh pengguna Instagram tersebut berpengaruh secara positif dan signifikan terhadap purchase intention dan word-of-mouth intention.

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ABSTRACT

This thesis examines the important factors that motivate Generation Y consumers to browse the product of a restaurants on Instagram; as well as how the intention to browse the product will affect the purchase intention in the future and in turn lead to exchange or share the product information (word-of-mouth intention) with friends. After conducting a comprehensive literature study and crafting hypothesis, some useful data were obtained from the questionnaires distributed to 223 respondents aged 16-35 years in 2015 (Generation Y) and having Instagram account and have ever browsed the product of a restaurants through the platform, with a convenience sampling and snowball sampling approaches. This followed by an analysis of the data with Structural Equation Modeling (SEM). The research has provided us with an interesting observation whereby the consumer intentions to browse the product of a restaurants on Instagram positively and significantly influenced by utilitarian motivation and its four dimensions, namely convenience, information availability, product selection, customized advertisement and also hedonic motivation as well as its four dimensions, namely trend discovery, socializing, adventure, authority and status. Where for the

utilitarian motivation, product selection has the greatest influence on the intention. As for the variable hedonic motivation, adventure has the greatest influence. Furthermore, browsing intention is linked in a significantly positive manner with purchase intention and word-of-mouth intention, This thesis examines the important factors that motivate Generation Y consumers to browse the product of a restaurants on Instagram; as well as how the intention to browse the product will affect the purchase intention in the future and in turn lead to exchange or share the product information (word-of-mouth intention) with friends. After conducting a comprehensive literature study and crafting hypothesis, some useful data were obtained from the questionnaires distributed to 223 respondents aged 16-35 years in 2015 (Generation Y) and having Instagram account and have ever browsed the product of a restaurants through the platform, with a convenience sampling and snowball sampling approaches. This followed by an analysis of the data with Structural Equation Modeling (SEM). The research has provided us with an interisting observation whereby the consumer intentions to browse the product of a restaurants on Instagram positively and significantly influenced by utilitarian motivation and its four dimensions, namely convenience, information availability, product selection, customized advertisement and also hedonic motivation as well as its four dimensions, namely trend discovery, socializing, adventure, authority and status. Where for the utilitarian motivation, product selection has the greatest influence on the intention. As for the variable hedonic motivation, adventure has the greatest influence. Furthermore, browsing intention is linked in a significantly positive manner with purchase intention and word-of-mouth intention]