

Faktor Penentu Perilaku Posting Pembelian di Media Sosial : Peran Materialisme & Tipe Pembelian = The Determinants of Posting Purchases on Social Media Behavior : Role of Materialism & Type of Purchases

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920536991&lokasi=lokal>

Abstrak

Penelitian ini membahas mengenai faktor penentu dari perilaku posting pembelian di media sosial serta bagaimana pengaruh perilaku tersebut mempengaruhi kebahagiaan konsumen. Penelitian ini merupakan penelitian kuantitatif dengan desain casual. Metode pengumpulan data dilakukan melalui survey online terhadap 259 responden yang pernah melakukan posting pembelian di media sosial. Pengujian hipotesis dilakukan menggunakan analisis SEM. Hasil dari penelitian menunjukkan bahwa materialisme seseorang sangat berpengaruh dengan kecenderungan posting pembelian di media sosial. Namun ternyata kecenderungan posting pembelian di media sosial tidak berpengaruh secara signifikan pada kebahagiaan konsumen atas pembelian tersebut.

.....This research describe about the determinants of posting purchase on social media behavior also how this behavior can affect to consumer happiness. The research is quantitative research with casual design. The method of this research is based on online survey to 259 respondents with criteria have posted their purchases on social media in the last 30 days. The result of this research showed that materialism significantly affected to the tendency posting purchases behavior. On the contrary, the types of purchases aren't significantly affected to this behavior. Then based on the research, the posting purchases behavior isn't significantly affected to happiness of purchase.