

Pengaruh Friendship Factor di Media Sosial terhadap Niat untuk Melanjutkan Social Shopping dan Partisipasi Media Sosial: Studi Pada Generasi Z di Indonesia = The Influence of the Friendship Factor on Social Media on the Intention to Continue Social Shopping and Social Media Participation: A Study on Generation Z in Indonesia

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Abstrak

Manusia terus merevolusi cara mereka mencari dan mengolah informasi seiring perkembangan teknologi, perubahan sosial, dan kebutuhan yang berubah. Namun, di tengah keterbukaan informasi, faktor pertemanan kerap diabaikan akibat akses luas ke berbagai sumber tanpa mempertimbangkan kredibilitasnya. Penelitian ini bertujuan untuk memahami bagaimana faktor pertemanan (friendship factor), khususnya informational social influence, interpersonal trust, dan perceptions of friend's knowledge mempengaruhi perilaku konsumen dalam konteks social shopping dan partisipasi media sosial. Penelitian ini juga mengkaji peran konfirmasi dan persepsi kegunaan dalam membentuk kepuasan konsumen serta dampaknya pada niat melanjutkan social shopping dan partisipasi media sosial, menggunakan model Expected Confirmation Model (ECM) yang disesuaikan dengan perilaku konsumen. Penelitian ini menggunakan desain kuantitatif dengan metode single cross-sectional dan purposive sampling. Data dikumpulkan melalui kuesioner terstruktur secara online dengan perolehan 274 responden. Data kemudian dianalisis menggunakan teknik Partial Least Square Structural Equation Model (PLS-SEM). Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima. Friendship factors, terutama interpersonal trust, berperan penting dalam membentuk persepsi kegunaan dan konfirmasi pengalaman, yang berdampak pada kepuasan dan niat melanjutkan social shopping serta partisipasi media sosial. Penelitian ini menegaskan pentingnya memberikan pengalaman positif (konfirmasi positif) untuk mendorong niat berkelanjutan dalam konteks social shopping dan partisipasi media sosial.

.....Humans have continuously revolutionized the way they seek and process information alongside technological advancements, social changes, and evolving needs. However, amid the openness of information, friendship factors are often overlooked due to the wide access to various sources without considering their credibility. This study aims to understand how friendship factors, particularly informational social influence, interpersonal trust, and perceptions of a friend's knowledge, influence consumer behavior in the context of social shopping and social media participation. It also examines the role of confirmation and perceived usefulness in shaping consumer satisfaction and its impact on the intention to continue social shopping and social media participation, using the Expected Confirmation Model (ECM) adapted to consumer behavior. The research employs a quantitative design with a single cross-sectional method and purposive sampling. Data were collected through structured online questionnaires, resulting in 274 respondents. The data were then analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) technique. The findings indicate that all hypotheses were accepted, consistent with the results of the referenced journal. Friendship factors, especially interpersonal trust, play a significant role in shaping perceived usefulness and confirmation of experiences, which affect satisfaction and the intention to continue social shopping and social media participation. This study underscores the importance of interpersonal trust

and positive experiences in fostering sustainable intentions within the context of social shopping and social media participation.