

ANALYSIS CONSUMER'S PURCHASE INTENTION ON INSTAGRAM

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Abstract

This is a research about consumer's purchase intention on social media instagram. This is a quantitative research with aims to determine the effect of quality product, word of mouth through brand image as mediator variable on consumer's purchase intention on social media instagram with millennial's generation as population. The sample size for this research is 75 respondents, with non probability sampling, purposive sampling as the method. The data collection was carried out through questionnaires of google forms. The analysis technique used is PLS (Partial Least Square) analysis with smartPLS 3.0 software. The result of this research indicate that (1) quality product significantly influence brand image. (2) quality product significantly influence consumer's purchase intention. (3) word of mouth significantly influence brand image. (4) word of mouth can influence consumer's purchase intention but not significant. (5) brand image can influence consumer's purchase intention but not significant.

Keywords: quality product, word of mouth, brand image, purchase intention

ANALISA KEPUTUSAN PEMBELIAN KONSUMEN DI INSTAGRAM

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Abstrak

Penelitian ini meneliti mengenai keputusan pembelian konsumen pada sosial media instagram. Penelitian ini merupakan penelitian kuantitatif dengan tujuan untuk mengetahui pengaruh kualitas produk, *word of mouth* melalui citra merek sebagai variabel mediasi terhadap keputusan pembelian konsumen di media sosial instagram dengan generasi milenial sebagai populasinya. Ukuran sampel untuk penelitian ini sebesar 75 responden, dengan metode *non probability sampling*, *purposive sampling*. Pengumpulan data melalui penyebaran kuisisioner dengan *google forms*. Teknik analisis yang digunakan adalah metode PLS (*Partial Least Square*) dengan *software smartPLS 3.0*. hasil penelitian menunjukkan (1) kualitas produk berpengaruh signifikan terhadap citra merek. (2) kualitas produk berpengaruh signifikan terhadap keputusan pembelian. (3) *word of mouth* berpengaruh signifikan terhadap citra merek. (4) *word of mouth* berpengaruh namun tidak signifikan terhadap keputusan pembelian. (5) citra merek berpengaruh namun tidak signifikan terhadap keputusan pembelian.

Kata Kunci: Kualitas Produk, Word Of Mouth, Citra Merek, Keputusan Pembelian