

**PENGARUH *SHOPPING ORIENTATION* DAN *TRUST TO SOCIAL MEDIA*
TERHADAP *ONLINE PURCHASE INTENTION*
(Survei pada Produk Jam Tangan Fossil dengan Jangkauan *Followers* Instagram
Fossil Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Untuk Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



Oleh
Milacika Shafa Sabila Supriyadi
1807251

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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1807251

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

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Agustus 2024

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**PENGARUH *SHOPPING ORIENTATION* DAN *TRUST TO SOCIAL MEDIA*
TERHADAP *ONLINE PURCHASE INTENTION***
(Survei pada Produk Jam Tangan Fossil dengan Jangkauan *Followers* Instagram
Fossil Indonesia)

Skripsi ini di setuju dan disahkan oleh:

Pembimbing 1



Dr. Bambang Widjajanta, MM

NIP. 19611022 198903 1 002

Pembimbing 2



Dr. Lisnawati, SP.d, MM

NIP. 198501122010122 005

Mengetahui,

Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M

NIP. 198208302005012001

Tanggung Jawab Yuridis

Ada Pada Penulis



Milacika Shafa Sabila Supriyadi

1807251

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul “**Pengaruh *Shopping Orientation* dan *Trust To Social Media* terhadap *Online Purchase Intention* (Survei pada Produk Jam Tangan Fossil dengan Jangkauan Followers Instagram Fossil Indonesia)**” beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiatisme, pencurian hasil karya milik orang lain, maupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinal dan otentik.

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Bandung, Agustus 2024

Yang membuat pernyataan,



Milacika Shafa Sabila Supriyadi

1807251

ABSTRAK

Milacika Shafa Sabila Supriyadi (1807251) “**Pengaruh *Shopping Orientation* dan *Trust To Social Media* terhadap *Online Purchase Intention* (Survei pada Produk Jam Tangan Fossil dengan Jangkauan Followers Instagram Fossil Indonesia)**” di bawah bimbingan Dr. Bambang Widjajanta, MM dan Dr. Lisnawati, SP.d., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *online shopping orientation* dan *trust to social media* terhadap *online purchase intention* pada followers Instagram Fossil Indonesia. Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan purposive sampling dengan ukuran sampel sebanyak 398 responden. Teknik analisis penelitian ini menggunakan analisis regresi linier berganda dan uji hipotesis, dengan menggunakan program SPSS for Windows versi 26. Hasil temuan penelitian ini menunjukkan bahwa gambaran *online shopping orientation*, *trust to social media* dan *online purchase intention* berada pada kategori baik, berpengaruh secara positif dan signifikan. Temuan pada penelitian ini menegaskan bahwa keberadaan *shopping orientation* dan *trust to social media* mampu meningkatkan *online purchase intention* pada followers Instagram Fossil Indonesia.

Kata kunci: *Online shopping orientation*, *trust to social media*, *online purchase intention*

ABSTRACT

Milacika Shafa Sabila Supriyadi (1807251)” ***The Influence of Shopping Orientation and Trust To Social Media on Online Purchase Intention (Survey on Fossil Watch Products with the Reach of Fossil Indonesia Instagram Followers)***” under the guidance of Dr. Bambang Widjajanta, MM dan Dr. Lisnawati, SP.d., MM.

This research aims to obtain an overview and influence of shopping orientation and trust to social media on online purchase intention among Fossil Indonesia Instagram followers. The type of research used is descriptive verification. The method used was purposive sampling with a sample size of 398 respondents. The research analysis technique uses multiple linear regression analysis and hypothesis testing, using the SPSS for Windows version 26 program. The findings of this research show that the description of online shopping orientation, trust to social media and online purchase intention is in the good category, has a positive and significant influence. The findings in this research confirm that the existence of online shopping orientation and trust in social media can increase online purchase intention among Fossil Indonesia Instagram followers..

Keywords: Shopping orientation, trust to social media, online purchase intention.

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Proposal ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat bermanfaat bagi semua pihak serta dapat memberikan sumbangan ilmu pengetahuan bagi dunia pendidikan khususnya di bidang pemasaran. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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