

MODEL *ONLINE TRUST* DALAM MEMEDIASI PENGARUH *SOCIAL MEDIA MARKETING* MELALUI *INSTAGRAM* TERHADAP *ONLINE PURCHASE DECISION*
(Survei pada Pengikut *Instagram* Distro @bloodsclothofficial)

TESIS



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Sebuah Tesis yang diajukan untuk memenuhi sebagian dari syarat memperoleh gelar Magister Manajemen pada Program Studi Manajemen Fakultas Pendidikan Ekonomi dan Bisnis

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LEMBAR PENGESAHAN

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ABSTRAK

Penelitian ini bertujuan untuk mengukur seberapa besar *online trust* dalam memediasi pengaruh *social media marketing* melalui *instagram* terhadap *online purchase decision*. Jenis penelitian ini adalah deskriptif verifikatif dan metode *explanatory survey* dengan teknik *purposive sampling*, dengan jumlah sampel sebanyak 215 responden konsumen Distro Bloods sebagai pengikut *instagram @bloodsclothofficial*. Teknik analisis data yang digunakan adalah *path analysis* dengan alat bantu SPSS 25. Hasil menunjukkan bahwa *online trust* memediasi pengaruh *social media marketing* melalui *instagram* terhadap *online purchase decision*. Temuan ini menyiratkan bahwa untuk meningkatkan *online purchase decision*, perusahaan perlu memperhatikan indikator kualitas *social media marketing* melalui *instagram* agar konsumen lebih tertarik sehingga dapat membangun *online trust* yang pada akhirnya meningkatkan penjualan yang baik bagi perusahaan.

Kata Kunci : *Social Media Marketing, Instagram, Online Trust, Online Purchase Decision*

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ABSTRACT

This study aims to measure how much online trust mediates the effect of social media marketing through Instagram on online purchasing decisions. This type of research is a descriptive verification and explanatory survey method with a purposive sampling technique, with a total sample of 215 consumers of Bloods Distro as followers of Instagram @bloodsclothofficial. The data analysis technique used is path analysis using SPSS 25. The results show that online trust mediates the effect of social media marketing through Instagram on online purchasing decisions. This finding implies that to improve online purchasing decisions, companies need to pay attention to quality indicators of social media marketing through Instagram so that consumers are more interested so that they can build online trust, which ultimately increases good sales for the company.

Keyword : Social Media Marketing, Instagram, Online Trust, Online Purchase Decision

DAFTAR ISI

LEMBAR HAK CIPTA
LEMBAR PENGESAHAN
LEMBAR PERNYATAAN
KATA PENGANTAR.....	i
ABSTRAK	iv
ABSTRACT	v
DAFTAR ISI.....	vi
DAFTAR TABEL	x
DAFTAR GAMBAR.....	xi
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	17
1.3 Tujuan Penelitian	18
1.4 Kegunaan Penelitian	18
1.4.1 Kegunaan Teoritis	18
1.4.2 Kegunaan Praktis	18
1.5 Sistematika Penulisan	19
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS.....	20
2.1 Kajian Pustaka	20
2.1.1 <i>Online Purchase Decision</i>	20
2.1.1.1 <i>Online Purchase Decision</i> dari Perspektif <i>Consumer Behaviour</i>	20
2.1.1.2 Konsep <i>Online Purchase Decision</i>	27
2.1.1.3 Dimensi <i>Online Purchase Decision</i>	30
2.1.2 <i>Social Media Marketing</i>	32
2.1.2.1 <i>Social Media Marketing</i> dari Perspektif <i>Marketing Communication</i>	32
2.1.2.2 Konsep <i>Social Media Marketing</i> (SMM).....	35
2.1.2.3 Dimensi <i>Social Media Marketing</i> (SMM)	38
2.1.3 <i>Online Trust</i>	38
2.1.3.1 <i>Online Trust</i> dari Perspektif <i>Consumer Behaviour</i>	38
2.1.3.1 Konsep <i>Online Trust</i>	42
2.1.3.2 Dimensi <i>Online Trust</i>	44
2.1.4 Penelitian Terdahulu	46
2.2 Kerangka Pemikiran.....	48
2.3 Hipotesis Penelitian	55
BAB III METODE PENELITIAN	57
3.1 Objek Penelitian.....	57
3.2 Metode Penelitian	57
3.2.1 Jenis Penelitian dan Metode yang digunakan	57
3.2.2 Operasionalisasi Variabel	59
3.2.3 Jenis dan Sumber Data.....	60
3.2.4 Populasi, Sampel, dan Teknik Penarikan Sampel	66
3.2.4.1 Populasi.....	66
3.2.4.2 Sampel.....	67
3.2.4.3 Teknik Penarikan Sampel	68
3.2.5 Teknik Pengumpulan Data.....	68
3.2.6 Pengujian Validitas dan Reliabilitas	69

3.2.6.1 Pengujian Validitas	70
3.2.6.2 Pengujian Reliabilitas	73
3.2.7 Teknik Analisis Data.....	74
3.2.7.1 Teknik Analisis Data Deskriptif.....	76
3.2.7.2 Uji Asumsi Klasik.....	76
3.2.7.3 Teknik Analisis Data Verifikatif.....	80
3.2.7.4 Uji Sobel (<i>Sobel Test</i>)	82
3.2.7.5 Pengujian Hipotesis.....	83
3.2.7.6 Koefisien Determinasi.....	85
BAB IV HASIL DAN PEMBAHASAN	86
4.1 Profil Perusahaan dan Karakteristik Konsumen Distro Bloods	86
4.1.1 Profil dan Sejarah Distro Bloods	86
4.1.2 Karakteristik Konsumen Distro Bloods Berdasarkan Identitas, Karakteristik, dan Pengalaman Pelanggan.....	88
4.1.3 Pengalaman Responden yang Telah Membeli Produk Distro Bloods Secara <i>Online</i>	91
4.1.3.1 Frekuensi Responden Melihat <i>Social Media Instagram</i> Distro Bloods	93
4.1.3.2 Frekuensi Responden Melakukan <i>Online Purchase Decision</i> Produk Distro Bloods	93
4.2 Hasil Pengujian Deskriptif	93
4.2.1 Tanggapan Konsumen mengenai Tingkat Penggunaan <i>Social Media</i> <i>Marketing</i> Melalui <i>Instagram</i>	93
4.2.1.1 Tanggapan Konsumen mengenai Dimensi <i>Content Creation</i>	93
4.2.1.2 Tanggapan Konsumen mengenai Dimensi <i>Content Sharing</i>	98
4.2.1.3 Tanggapan Konsumen mengenai Dimensi <i>Connecting</i>	101
4.2.1.4 Tanggapan Konsumen mengenai Dimensi <i>Community Building</i>	106
4.2.1.5 Rekapitulasi Tanggapan Konsumen mengenai Tingkat Penggunaan <i>Social Media Marketing</i> Melalui <i>Instagram</i>	109
4.2.2 Tanggapan Konsumen mengenai Tingkat <i>Online Trust</i>	111
4.2.2.1 Tanggapan Konsumen mengenai Dimensi <i>Ability</i>	112
4.2.2.2 Tanggapan Konsumen mengenai Dimensi <i>Integrity</i>	116
4.2.2.3 Tanggapan Konsumen mengenai Dimensi <i>Benevolence</i>	119
4.2.2.4 Rekapitulasi Tanggapan Konsumen mengenai Tingkat <i>Online Trust</i>	123
4.2.3 Tanggapan Konsumen mengenai Tingkat <i>Online Purchase Decision</i>	125
4.2.3.1 Tanggapan Konsumen mengenai Dimensi <i>Stability in Product</i>	125
4.2.3.2 Tanggapan Konsumen mengenai Dimensi <i>Habits in Buying</i> <i>Products</i>	128
4.2.3.3 Tanggapan Konsumen mengenai Dimensi <i>Provide Recommendations</i> <i>to Others</i>	131
4.2.3.4 Tanggapan Konsumen mengenai Dimensi <i>Make Repeat Purchases</i>	134
4.2.3.5 Rekapitulasi Tanggapan Konsumen mengenai Tingkat <i>Online Purchase</i> <i>Decision</i>	137
4.3 Hasil Pengujian Verifikatif	139
4.3.1 Uji Asumsi Klasik.....	139
4.3.2 Uji Normalitas.....	140
4.3.3 Uji Heterokedastisitas	141
4.3.4 Uji Multikolinieritas.....	142
4.4 Hasil Penelitian Verifikatif	142
4.4.1 Pengaruh <i>Social Media Marketing</i> Terhadap <i>Online Trust</i>	142

4.4.2 Pengaruh <i>Social Media Marketing</i> Terhadap <i>Online Purchase Decision</i> dan <i>Online Trust</i> Terhadap <i>Online Purchase Decision</i>	145
4.4.3 Pengaruh <i>Social Media Marketing</i> Terhadap <i>Online Purchase Decision</i> Melalui <i>Online Trust</i>	149
4.4.3.1 Pengaruh Langsung (<i>Direct Effect</i>).....	151
4.4.3.2 Pengaruh Tidak Langsung (<i>Indirect Effect</i>).....	151
4.4.3.3 Pengaruh Total	152
4.5 Pembahasan.....	153
4.5.1 Pembahasan Hasil Penelitian Deskriptif	153
4.5.1.1 Variabel <i>Social Media Marketing</i> Melalui <i>Instagram</i>	153
4.5.1.2 Variabel <i>Online Trust</i>	155
4.5.1.3 Variabel <i>Online Purchase Decision</i>	156
4.5.2 Pembahasan Hasil Penelitian Verifikatif.....	157
4.5.1 Pengaruh <i>Social Media Marketing</i> Terhadap <i>Online Trust</i>	157
4.5.2 Pengaruh <i>Social Media Marketing</i> dan <i>Online Trust</i> Terhadap <i>Online Purchase Decision</i>	158
4.5.3 Pengaruh <i>Social Media Marketing</i> Terhadap <i>Online Purchase Decision</i> Melalui <i>Online Trust</i>	159
BAB V SIMPULAN DAN REKOMENDASI.....	161
5.1 Simpulan	161
5.2 Rekomendasi.....	162
DAFTAR PUSTAKA.....	164
LAMPIRAN.....	179
Lampiran 1 Instrumen Penelitian.....	179
Lampiran 2 Tabulasi Data.....	186
Lampiran 3 Output SPSS.....	203

DAFTAR TABEL

Tabel 1.1	Konsumsi Rumah Tangga 2019-2021.....	3
Tabel 1.2	Industri Kreatif Fesyen di Kota Bandung Tahun 2016-2022.....	4
Tabel 1.3	<i>Market Share Online</i> Distro di Kota Bandung Tahun 2019-2021	6
Tabel 1.4	<i>Brand</i> Distro yang Menggunakan <i>Instagram</i>	8
Tabel 2.1	Konsep <i>Online Purchase Decision</i> dari Para Ahli.....	28
Tabel 2.2	Konsep <i>Social Media Marketing</i> dari Para Ahli	36
Tabel 2.3	Konsep <i>Trust</i> dari Para Ahli	43
Tabel 2.4	Penelitian Terdahulu	46
Tabel 3.1	Operasionalisasi Variabel	60
Tabel 3.2	Jenis dan Sumber Data.....	66
Tabel 3.3	Uji Validitas Variabel <i>Social Media Marketing (Instagram)</i>	72
Tabel 3.4	Uji Validitas Variabel <i>Online Trust</i>	72
Tabel 3.5	Uji Validitas Variabel <i>Online Purchase Decision</i>	73
Tabel 3.6	Hasil Uji Reliabilitas Variabel.....	74
Tabel 3.7	Interpretasi Nilai Koefisien Korelasi	77
Tabel 4.1	Profil Responden Distro Bloods	88
Tabel 4.2	Karakteristik Responden Berdasarkan Jenis Kelamin, Usia, dan Pekerjaan	89
Tabel 4.3	Karakteristik Responden Berdasarkan Jenis Kelamin, Pekerjaan, dan Pendapatan	90
Tabel 4.4	Keterkaitan Antara Jenis Kelamin dan Frekuensi Melihat <i>Social Media Instagram</i> Distro Bloods.....	91
Tabel 4.5	Keterkaitan Antara Jenis Kelamin, Pendapatan, dan Intensitas Transaksi dalam Berbelanja Produk Distro Bloods Secara <i>Online</i>	92
Tabel 4.6	Tanggapan Dimensi <i>Content Creation</i>	94
Tabel 4.7	Tanggapan Dimensi <i>Content Sharing</i>	98
Tabel 4.8	Tanggapan Dimensi <i>Connecting</i>	102
Tabel 4.9	Tanggapan Dimensi <i>Community Building</i>	106
Tabel 4.10	Rekapitulasi Variabel <i>Social Media Marketing Instagram</i>	110
Tabel 4.11	Tanggapan Dimensi <i>Ability</i>	112
Tabel 4.12	Tanggapan Dimensi <i>Integrity</i>	116
Tabel 4.13	Tanggapan Dimensi <i>Benevolence</i>	120
Tabel 4.14	Rekapitulasi Variabel <i>Online Trust</i>	123
Tabel 4.15	Tanggapan Dimensi <i>Stability in Product</i>	126
Tabel 4.16	Tanggapan Dimensi <i>Habits in Buying Product</i>	129
Tabel 4.17	Tanggapan Dimensi <i>Provide Recommendations to Others</i>	132
Tabel 4.18	Tanggapan Dimensi <i>Make Repeat Purchases</i>	135
Tabel 4.19	Rekapitulasi Variabel <i>Online Purchase Decision</i>	138
Tabel 4.20	Hasil Uji Normalitas	140
Tabel 4.21	Hasil Uji Multikolinieritas	142
Tabel 4.22	Koefisien <i>Social Media Marketing</i> Terhadap <i>Online Trust</i>	143
Tabel 4.23	Koefisien Determinasi <i>Social Media Marketing</i> Terhadap <i>Online Trust</i>	144
Tabel 4.24	Koefisien Jalur X Terhadap Y dan M Terhadap Y	145
Tabel 4.25	Hasil Uji Hipotesis Simultan (Uji F) X dan M Terhadap Y	147
Tabel 4.26	Koefisien Determinasi X dan M Terhadap Y	147

DAFTAR GAMBAR

Gambar 1.1	Data Pertumbuhan Ekonomi Indonesia Tahun 2019-2021	2
Gambar 1.2	Tampilan Instagram <i>Distro Bloods</i>	10
Gambar 1.3	Data Penjualan <i>Online Distro Bloods</i>	10
Gambar 1.4	Data Perkembangan Penjualan <i>Online Distro Bloods</i>	11
Gambar 2.1	<i>Model of Consumer Decision-Making</i>	21
Gambar 2.2	Proses <i>Purchase Decision</i>	24
Gambar 2.3	<i>Psychological Drivers For Consumer Behaviour</i>	39
Gambar 2.4	Kerangka Pemikiran.....	54
Gambar 2.5	Paradigma Penelitian.....	55
Gambar 3.1	Garis Kontinum Penelitian SMM, <i>Online Trust</i> dan <i>Online Purchase Decision</i>	78
Gambar 3.2	Model Analisis Jalur	81
Gambar 4.1	Logo <i>Distro Bloods</i>	86
Gambar 4.2	Tampilan Konten <i>Instagram Distro Bloods</i>	111
Gambar 4.3	Tampilan Profil <i>Distro Bloods</i>	111
Gambar 4.4	Tampilan Keterbaruan Konten <i>Instagram Distro Bloods</i>	111
Gambar 4.5	Garis Kontinum Dimensi <i>Content Creation</i>	111
Gambar 4.6	Tampilan Iklan <i>Instagram Distro Bloods</i>	111
Gambar 4.7	Informasi Produk di <i>Instagram Distro Bloods</i>	100
Gambar 4.8	Garis Kontinum Dimensi <i>Content Sharing</i>	101
Gambar 4.9	Tampilan Interaksi di <i>Instagram Distro Bloods</i>	103
Gambar 4.10	Tampilan <i>Direct Message</i> di <i>Instagram Distro Bloods</i>	104
Gambar 4.11	Garis Kontinum Dimensi <i>Connecting</i>	105
Gambar 4.12	Tampilan Komunitas <i>Distro Bloods</i>	107
Gambar 4.13	Tampilan <i>Hashtag Distro Bloods</i>	108
Gambar 4.14	Garis Kontinum Dimensi <i>Community Building</i>	109
Gambar 4.15	Garis Kontinum <i>Social Media Marketing</i>	111
Gambar 4.16	Tampilan <i>Fitur Shop Instagram Distro Bloods</i>	113
Gambar 4.17	Pemesanan Produk di <i>Instagram Distro Bloods</i>	114
Gambar 4.18	Garis Kontinum <i>Dimensi Ability</i>	115
Gambar 4.19	Tampilan Informasi Produk	117
Gambar 4.20	Tampilan Ukuran Produk.....	118
Gambar 4.21	Garis Kontinum Dimensi <i>Integrity</i>	111
Gambar 4.22	Tampilan Ketentuan Pembelian <i>Online Distro Bloods</i>	121
Gambar 4.23	Garis Kontinum Dimensi <i>Benevolence</i>	111
Gambar 4.24	Garis Kontinum <i>Online Trust</i>	125
Gambar 4.25	Garis Kontinum Dimensi <i>Stability in products</i>	128
Gambar 4.26	Garis Kontinum Dimensi <i>Habits in buying products</i>	131
Gambar 4.27	Garis Kontinum Dimensi <i>Provide recommendations to others</i>	128
Gambar 4.28	Garis Kontinum Dimensi <i>Make repeat purchases</i>	137
Gambar 4.29	Garis Kontinum <i>Online Purchase Decision</i>	140
Gambar 4.30	Uji Heterokedastisitas Menggunakan <i>Scatterplot</i>	141
Gambar 4.31	Model Analisis Jalur	150

DAFTAR PUSTAKA

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