CONSUMER TRUST OF ONLINE SHOPPING AT SOCIAL NETWORK IN DEPOK SLEMAN YOGYAKARTA

A THESIS

Presented as a Partial Fulfillment of the Requirements to Obtain the Bachelor Degree in Accounting Department

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, July th, 2013

Gerry Arjuna Bangsaratoe

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بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

Alhamdulillahi rabil'alamin. All praise to Allah SWT for guiding and blessing the writer, so finally, I able to finish my thesis that entitle, " **CONSUMER TRUST OF ONLINE SHOPPING AT SOCIAL NETWORK IN DEPOK SLEMAN YOGYAKARTA."**

The writer would like to express appreciation to those who gave significant support and contributions for this thesis, because without those people this thesis would not be meaningful. So, in this happiness moment, the writer would like to dedicate this thesis for:

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The writer realizes that this thesis is not perfect. Critics and suggestions are welcome to improve this thesis. I hope this research can be useful for all interested parties.

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ABSTRACT

This research is about analysis of direct effects from consumer behavior and subjective norms towards attitudes to purchase products online through social network. The hypotheses of this research are: (1) to know whether consumer behavior affects towards purchase intention in social network online shopping. (2) to know whether subjective norms affects towards purchase intention in social media online shopping.

Research sample used for the examination of the hypotheses are 100 respondents from Depok Sleman Yogyakarta. The tool to analyze the data used in this research is multiple regression analysis.

The conclusions of this research are (1) Consumer attitudes give positive effect significantly towards consumer intention to buy a product in social media in Depok Yogyakarta. (2) Subjective norm gives positive effect significantly towards consumer intention to buy product in social media in Depok Yogyakarta.

Keywords: *attitudes, subjective norms, consumer behavior, online shopping, regression, Depok, Yogyakarta*

CHAPTER 1

INTRODUCTION

1.1 Study Background

Technology advance in the world now affects the trading system, transaction, and other economic events directly and non-directly. In the past, transaction is done by direct face-to-face transaction between buyers and sellers to make the agreement until the deal of the transaction is done. However, nowadays, with computer technology and internet all barrier such as means, distance, and time different can be easily solved. Internet provides a channel to link the consumers and businesses tot enable consumers in making purchases and carrying out their financial transactions over the World Wide Web (WWW) (Kim & Prabhakar, 2004). This easiness becomes the main factor that cause e-commerce or e-business growth. This e-commerce is becoming more important with the advancement in the rapid growth of telecommunication and computer network (Purbo & Wahyudi, 2001).

The appearance of this e-commerce or e-business must be able to be handled well. Small and medium companies in Indonesia are supposed to be the target of e-commerce training program. According to (Purbo & Wahyudi, 2001) companies which are using e-commerce will have several advantages such as new revenue stream which could not be get by traditional transaction, the increase of market exposure, less operating cost, enhance global reach, improving customer loyalty, improving supplier management, improving (shortening) production time, and improving value chain.

Many researches discuss problems of e-commerce or e-business. (Fitra Dharma, 2006) states that structural assurance and perceived reputation affect trust significantly. This statement supports the research of (Gefen, et al., 2003), (McKnight et al., 2002), and (Jarvenpaa & Tractinsky, 1999) which was done in Australia, Israel, and Finland respectfully. In this research, researcher will measure the effect from store page characteristic, consumer characteristic, and the trust of consumer's behavior towards e-business system.

Consumer trust has been acknowledged as important factor for a business to succeed. Trust can be defined as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer, Davis & Schoorman, 1995, p. 712). Online trust simply refers to trust in a virtual environment. Trust exists in many forms, across multiple domains, and at a variety of levels (McKnight, Choudhury & Kacmar, 2002).

For merchants to enjoy long-term success in the Internet marketplace, they must effectively manage the processes which promote online consumer trust (Keen, 1997). In a transaction relationship, trust in the other person (in conjunction with perceived situational risk) moderates risk behavior (Mayer, et al., 1995). Variables such as uncertainty, dependability, and vulnerability create barriers to trust. (Bradach & Eccles, 1989) stated that these factors, can be managed if both parties recognize the importance of trust, and take the appropriate steps to improve it. The characteristics of the trust dynamic are not tied to a specific form of relationship. Exchange relationships exhibit these same qualities when applied within a virtual environment and additional challenges taken (Jarvenpaa, Tractinsky & Vitale, 2000). This research will refer to the level of trust possessed by the consumers at the point of considering the trusting relationship as initial trust in the adoption of business-to-consumers (B2C) e-commerce, more specific in the case of social network online shopping.

1.2. Problem Identification

Since we use the internet as a commercial instrument, most offline retailers have set up online retail stores directly or by third-parties to increase revenues. Nowadays, we can find that lots of online retailers have begun to connect their websites with social networking sites, such as Facebook and Twitter. Based on study background, the problem identification will focus on what factors affects customer to trust and purchase decision to a social network.

1.3 Research Questions

This research will analyze customer trust and purchase decision of social network online shopping. The primary questions addressed in this research are formulated into the following question:

1. Does Belief affect purchase behavior in social media online shopping?
2. Does Subjective norm affect purchase behavior in social media online shopping?
3. Does Perceived Behavioral Control affect purchase behavior in social media online shopping?
4. Does Intention affect purchase behavior in social media online shopping?

1.4 Limitation of Research Area

Several limitations should be acknowledged to maintain the focus of the research. Researcher limits this research by analyzing the initial trust and the customer satisfaction from the perspective residents in Condong Catur Sleman Yogyakarta.

1.5 Research Objectives

The objective of this research is to analyze influence of consumers' initial trust on social network online shop as well as consumer satisfaction towards social network online shopping.

1.6 Research Contributions

The research is expected to give advantages and contribution to the attached parties as follows:

1. For academicians.

This research is expected to be able to increase the understanding about customer's trust influence towards social network online shopping and be useful as the references for the academicians, lecturers, students, and other parties who may have concern to this study.

2. For society.

   The result of this can be reference to people who may want to set up social network online business to know what factors may affects customer trust and purchase decision.

1.7 Systematical Writing

This research consists of five chapters. Every chapter will discuss different topic. First chapter is about introduction. In this chapter the information of the background, purposes of the study, contribution, and systematical writing of this paper will be provided.

The second chapter is the discussion of the theoretical background of the research. This chapter consists of the related literature explanation about trust definition, multidimensional nature of trust, antecedents of trust, and definition of trustor and trustee that is related with the topic of this study. It also includes existing previous studies and discussion of research model framework that will help the writer to achieve the purpose of the research. The last part of this chapter will explain the hypothesis formulation.

The third chapter explains the research methodology. It will provide the information of the research instrument, population and sample, and operational hypothesis.

The fourth chapter discusses the process to analyze the data. This chapter is practical, where the researcher tries to implement the theory from chapter three. In the last chapter of this research, conclusion and recommendations are presented in chapter five.

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

2.1.1 Consumer Behavior

Companies that oriented on consumers focus on consumer needs represented by the consumer behavior. By observing consumer behavior, company able to fulfill their customer's needs and achieve company objective. The behavior of consumer can be defined as follows:

Consumer behavior is any activities of an individual who are directly involved in obtaining and using goods and services, including the process of decision making towards the planning and determination of those activities (Dharmaesta, 1997, p.9).

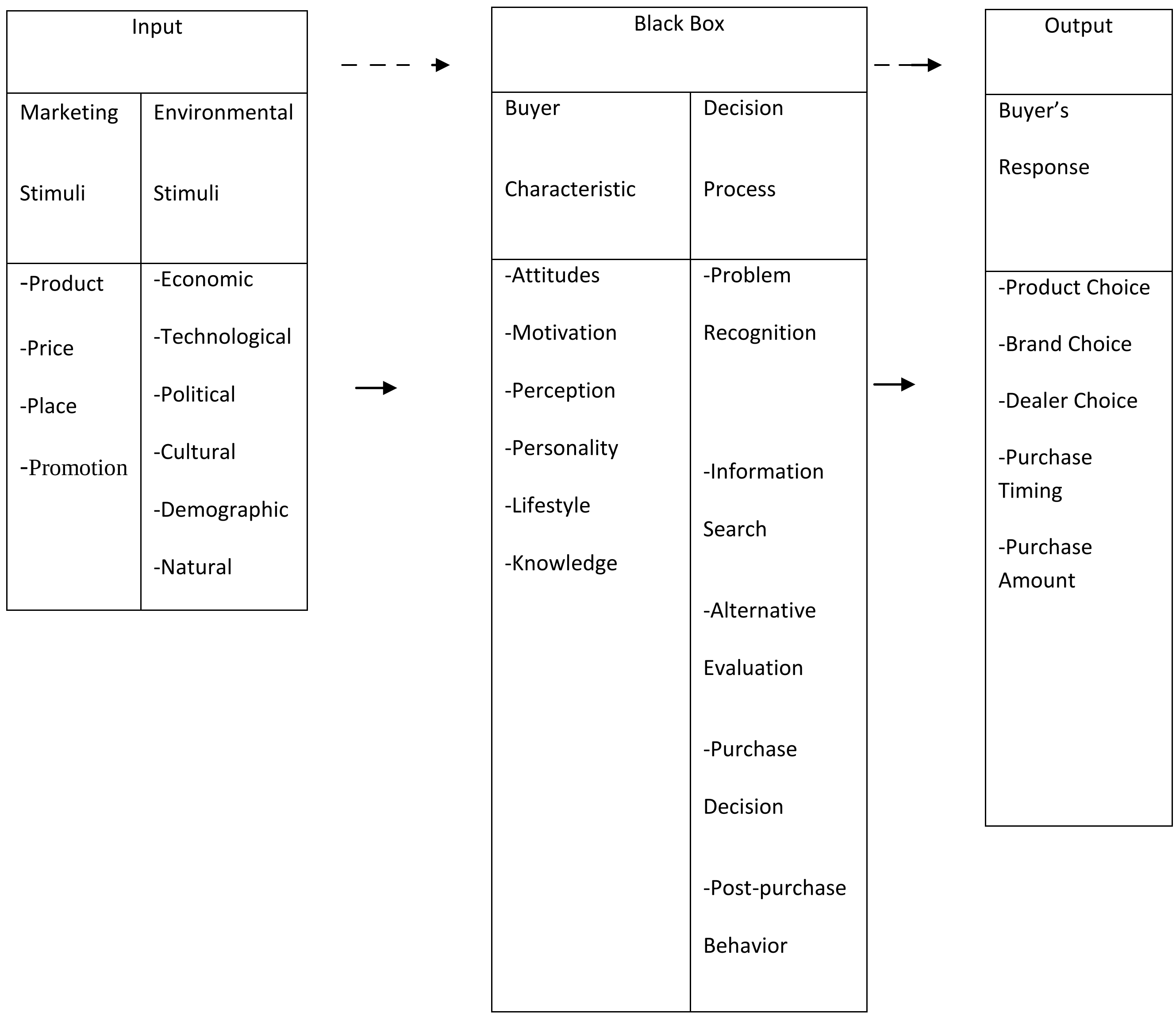
In short, the analysis of consumer behavior must analyze the activities, which can be seen directly and clearly, and the unseen process, which is difficult to observe that may lead to the buying activities.

2.1.2 Consumer Behavior Model

To be able to analyze consumer behavior, it is a must to understand the variable and interaction between the variable in a process of decision making which finally result on consumer‘s decision to choose or use certain goods or services. The understandings of consumer behaviors also including these questions who buying, where buying, and why buying.

In addition, the company must also understand the customer response towards marketing stimuli, which have been done by the company. Many researchers have analyzed the connection between market stimuli and consumer response. The model is based on Philip Kotler’s Black Box theory (Kotler, 1997, p.162).

Based on Figures 2.1, there are two stimuli. Marketing stimuli consist of product, price, place, and promotion. Other stimuli consist of major events that happen in buyer environment: economic, politic, cultural, etc. All of these stimuli processed in buyer’s black box into response as depicted in the right figure, which are product choice, brand choice, dealer choice, purchase timing and purchase amount. Black box purchase consists of two components. First, buyer characteristic is giving a dominant effect towards how customers understand and give response towards these stimuli. Second, the decision process itself will affect the result. Therefore, the conclusion is seller must understand what is happening inside the black between stimuli and response.



Sources: Kotler (1997)

Figures 2.1: Black Box Model

2.1.3 Factors Affecting Consumer Behavior

Before the process of marketing is commenced, marketing managers must understand consumer behavior. By studying consumer behavior, manager will know the effective marketing or new opportunity in fulfilling consumer needs and then identifying it to do market segmentation. Consumer behavior is strongly affected by four factors (Kotler, 1997, p.163), namely cultural, social, personality, and psychology.

2.1.3.1 Cultural Factors

Cultural is the most basic deciding factors from someone needs and behaviors. Cultural factors have the dominant effect in consumer behavior. Cultural factors consist of:

a) Culture which are basic value, perception, and behavior towards socialization process which involving family and others members.

b) Sub culture, is smaller groups of a culture and that group showing a specific social difference from other members.

c) Social class, is a part which relatively more homogenous and always exist in a hierarchy society and the members have values, needs and same behavior.

2.1.3.2 Social Factor.

Consumer behavior is strongly affected by society, where consumer is born and raised. This is meaning that different consumer with different background or society will have different judgment, needs, opinion, and different behaviors.

a) Reference group is a group that affects directly or indirectly towards consumers attitude and behavior.
b) Family plays an important role towards someone purchase decision.
c) Role and status where in doing an action, someone depends on hopes to society.

2.1.3.3 Personality Factor

Buyer decision may also be affected by known personality characteristic, especially:

a) Age, which means that the goods and services purchased by someone will always change.
b) Occupation, a company must be able to specialized to produce certain products needed by specific group
c) Income level, marketer must be able to observe consumer target's revenue, saving, etc.
d) Lifestyle, is a full depiction of someone in his interaction with society
e) Personality is about the psychology difference, which is shown relatively consistent compared to his environment.

f) Self-concept is a concept that is closed with personality and a depiction of a complex mentality as a person according to his creativity and activity.

2.1.3.4 Psychology Factor

Purchase preference can also be affected by four factors, which are:

a) Motivation is an urging need that drives someone to achieve satisfaction towards certain needs.

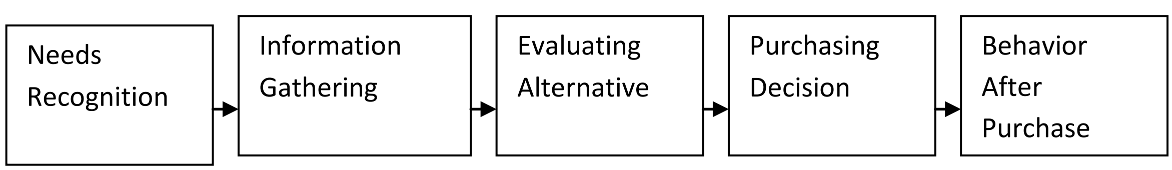
b) Perception is a process for someone to choose, organize and processing information to imagining about things happens in world.

c) Learning is a process that change behavior which affected by experience.

d) Believe and attitudes, whereas believe is a descriptive thinking which is trust by someone about something, whether attitudes is cognitive mindset of someone towards something.

2.1.4 Purchase Decision Process

Generally in doing purchase, consumer will pass five stages of purchasing process. In other words, purchasing process start long before the actual purchase and have long consequences after the purchase (Sumarni, 2002).



Sources:Sumarni (2002)

Figures 2.2. Five Stages of Purchasing Process

a. Needs Recognition

Buyers want to do purchase after feels the needs of something and this needs appears because of internal and external stimuli

b. Information Gathering

Potential consumers will actively search the information of a goods or product if trigger by a strong will to purchase a product or services.

c. Alternative Evaluation

The process model of buyer's evaluation oriented cognitively, which is assuming that most of the buyers judge the product value consciously and rationally.

d. Purchasing Decision

After doing the evaluation process towards several alternative goods or services, then consumers will create their purchase interest to choose preferable goods or services.

e. Behavior After Purchase

The marketing process is not stopped after transaction is done, but company must observe the buyers behavior the purchase.

2.1.5 Attitudes

One of the well-known attitudes model is multi attribute model from Fishbein, Bowen (cited in Umar, 2000, p,248) asserted attitudes model of Fishbein focusing on attitudes prediction which is shaped by someone towards certain object. This model identifies three main factors to predict attitudes. First factor is someone believes towards object attribute, which is dominant. Second factor is the level of confidence that someone have sincere attribute it is known in the form of question, for example some people will agree that object X have Y attribute. Third factor is evaluation of each trust, which measured their perception and their trust towards those attributes. Fishbein attitudes model principally will measure Ao (attitude toward the object), which is someone attitudes toward an object, which is recognized by attributes which is attached to certain object. As example, by seeing, touching, trying, and using in certain periods a consumer of certain product will have certain attitudes to the product consumer is using. Consumer might be happy, even loyal to that brand, or he might be disappointed towards the product performance, and will give negative impression towards the brand. Fishbein model is measured by someone attitudes towards certain object, based on evaluation, consumer belief. However, such measurement may be not useful, because a positive response is not always follows by purchase. Fishbein then improved the methods by emphasizing it to purchase intention of consumer, and not only by consumer's attitudes.

a. Ao component is changed by Ab (Attitude toward behavior). The formula still the same, but how to question is changed. The question in questionnaire form and using Likert scale is directed towards buying intention.

b. The addition of SN (Subjective Norm) component. For purchasing of certain product like house or traveling abroad, the reference factors such as friends, family, or spouse must be included, which is known as Fishin Extended
c. Ab and SN component will be combined as result, BI (Behavior Intention) which is someone intention to behave. By that formula, if someone BI is high, he will have positive behavior by purchasing a product and he will not only have positive attitudes.

However, the main problem in Fishbein Extended attitudes measurement is how respondent filling the questionnaire, which is consumer who have not bought the product. Because of that, he measured the purchase probability. However, a consumer who has not the product will have difficulties if asked about the product condition.

2.1.6 Subjective Norm

The subjective norm is based on external individual, which have influence towards individual attitudes. This component can be measured by multiplying individual normative value belief toward attribute with motivation to agree with that attribute. Subjective norm is social factors that show social pressure, which is felt by doing or not doing an attitudes or behavior. Normative beliefs is depicting subjective determinant norm (Dharmmesta & Handoko, 1987, p.23).

2.1.7 Intention

Fishbein purchase intention model or the expansion from previous model, Fishbein's attitude model. Theory of reasoned action depict the union of all attitudes component in a structure which is designed to direct prediction and explanation which is better than behavior (Schiffman & Kanuk, 2000, p.206; Sigit, 2006, p.83). This model views someone behavior as a function from his intention to behave in certain way and other intervening variable. That someone intention to buy a product (BI) is influenced by his attitudes towards behavior or action of the purchase (AB) and subjective norm (SN) whereas someone perceive other people which are important to him will react to that behavior. As a function, that model can be stated as followings:

$$\mathbf{BI = AB, SN}$$

Fishbein and Ajzen theory states that both behavior and subjective norms will determine the intention of purchasing towards a product (Dharmmesta, 1998). This relation can be explained by following equation:

$$\mathbf{B \sim BI = (AB)\ W_1 + (SN)\ W_2}$$

Where:

B = Someone actual behavior which is serve as BI (purchase intention)

BI = Behavioral Intention (Intention to do purchase)

AB = One's attitude toward performing the behavior

W = Empirically derived weight

SN = One's Subjective norm related to performing the behavior

Meanwhile one's behavior toward specific behavior attitudes (Ab) stated as:

$$AB = \sum bi . oe$$

Where:

AB = Individual behavior toward performing the behavior

b = Believes that a specific action will result on specific consequence

oe = Evaluation towards consequence which will be accepted

Subjective norms component can be stated as following:

$$SN = \sum nb . mc$$

Where:

SN = One's subjective norms which have relation with specific behavior

nb = Normative beliefs

mc = motivation to comply

2.1.8 Intention and Attitudes Relation

An assumption that consumer behavior aspect is relevant with managerial decision-making can be predicted accurately from questions to respondent in a survey about how they think and feel about their behavior. Market dimension such as brand, brand consumer, willingness to buy another product, most of the time is estimated with technique based on those assumption (Dharmmesta, 1992, p.32).

Assumption about consumer behavior in the future is done based on what they said about their purchase intention to buy. The measure about cognition and affect can be combined into a purchase intention index, which can be predicted accurately to consumer preference. This measurement has been proved by (Fishbein, 1967), with his model named Behavioral Intention Model. This model then have been perfected together by (Fishbein & Ajzen, 1980) as Theory of Reasoned Action, or reasoned action model which is a behavior model which topic is the relation between behavior, behavior intention, and behavior and other factors such as subjective norm.

Idea about behavior, which is determined to an objective, can be seen in a relation with two concepts, which is explained by (Fishbein & Ajzen, 1980):

(1) Behavior specificity

(2) Reasoned action

Behavior specificity is a concept that shows global behavior towards a global object, which will not be correct to predict a very specific behavior. Fishbein and Ajzen suggest that if we want to predict a specific behavior, specificity value and this behavior must be parallel with behavior specificity level. As the consequence, the accuracy in prediction is become higher because general behavior is split into more specific behavior parts, which will create a specific behavior towards each part of that behavior. Reasoned action defines a general area of behavior, which is clustered according to specific quality attribute. This is reflected in a terms, which is used by Fishbein, and Ajzen, which is named reasoned action. On the contrary, with automatic response, reasoned action needs some cognitive process before the behavior is happened. Therefore, it can be interpreted that reasoned action is not always to show parts of behavior, which is aim to specific action because it is not directly come from imagination about future. What needed are some specific alternatives to be chosen from reasons, which will be the value of those alternatives. Attitudes can affects behavior indirectly by its effect towards choosing intention. Subjective norm can only affects choosing behavior indirectly by its effect towards choosing intention. On the other hand, past behavior can affects future behavior, which by choosing directly or non-directly towards its effect to choosing intention.

2.1.9 Intention and Subjective Norm Relationship

The theory started from some alternative, which need to be evaluated and motivated which finally able to produce subjective norm variable, which is, reasons which make a product or consequence or result from evaluation process and motivation itself. For example a consumer which considering interest value attribute in a bank. The effect, which is resulted from saving behavior, is resulting on higher interest value become evaluation object. Behavior conceptualization buying consumer as an activity which is directed towards intention become very important to analyze planning stages, especially for long term aim. Even if consumer-buying intention is in stages that can be easily overcome, the preliminary activity will have several stages, which can explain, caused purchase behavior. Stages mention can be a memory process and evaluation process and consumer motivation towards purchase intention is a process that going concern which is affected by some situational factors such as information structure about the product, the price, the seller, the promotion, and other social factors such as the existence of other people or other consumers, and also the accuracy of purchase behavior alternative itself. Each individual or respondent accept a number of the same question, which is hoped to be valid externally for relevant information. However, in process analysis, every respondent is able to choose some items from his experience and describe his evaluation. (Bentler & Speckart, 1981) developed a prediction model, which based on analytical methodology lane. They used the approach of cross-lag panel, which will cause two scale consequences about reported behavior. This is related with Fishbein and Ajzen variable which is attitudes toward behavior, subjective norm, and behavioral intention in an internal causal relationship test between those variable with behavior which is reported from the case, subjective norm only able to affect choosing behavior indirectly by its affection towards choosing intention, however past behavior able to affect future behavior directly or indirectly towards its influence towards choosing intention.

2.1.10 Intention and Behavior Relationship

Theory of reasoned action is able to predict behavior accurately, but only in a specific certain condition. In other words, the most significant part of that model is as a tool of prediction for a very specific situation. The main benefit for researcher is a possibility that the scale of behavior intention will predict the choices of actual behavior in market arena or behavior prediction is determined by intention.

In other words, researcher thought that a strong correlation between the scale of intention and behavioral intention is very possible to happen. However, as stated by (Fishbein, 1973), the conditions and requirements must be supported maximally to produce a high correlation before those measurements are obtained.

In marketing research, the measurement of behavioral intention must be done as soon as before behavioral measurement is done. Other factors, which intervene with this short time interval, will cause weaker correlation between behavioral intentions with behavior. Behavioral intention must refer to specific determinant from respondent to do an action or specific behavior, which is constrained clearly in a specific situation. If changes happens in a subjective norm from certain consumer, and the consequence from the changes which is not hoped for is affecting it, then the scale of correlation between behavioral intentions with behavior itself will become weaker (Fishbein, 1973).

(Ajzen & Fishbein, 1977) have analyzed 142 studies about attitudinal predictor and behavioral criteria, which concluded that a strong correlation could happen if the parameters from both variables show a clear relation in this case:

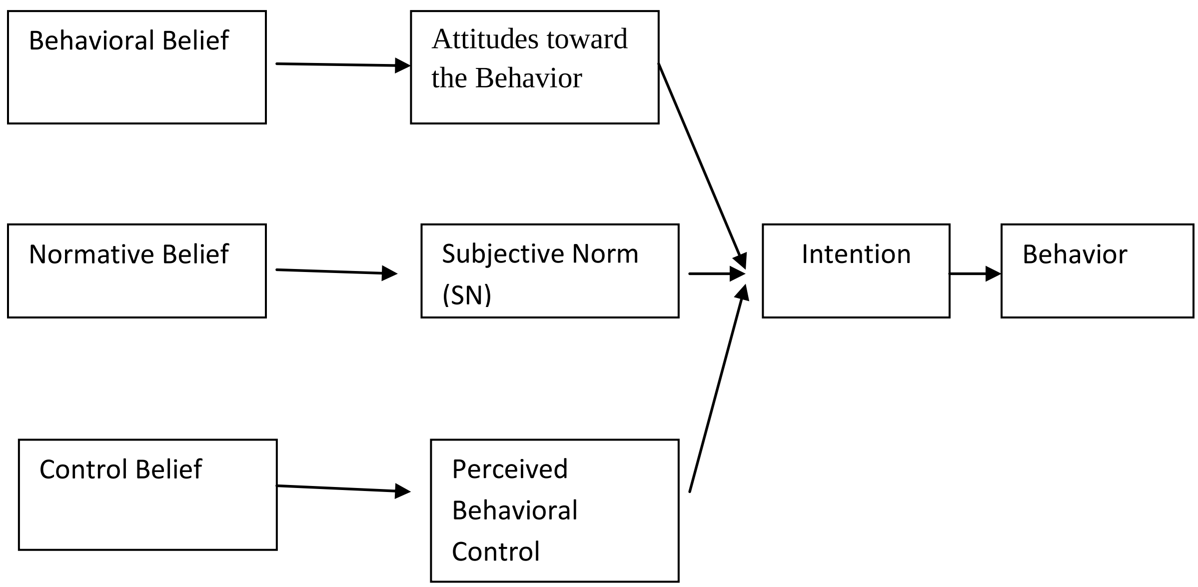
a. A reference action.
b. The target to where the action is means.
c. A context if the action never happened.

d. Time where the action will be done.

Similar analyses have been shown by (Dharmmesta, 1990) concerning 23 studies and (East, 1990).

The requirement that the conditions must be maximum to result in a strong correlation requires a complete situational continuity between the deliveries of intention with the next chance from respondent to do the behavior, in other words, a situation where related behavioral intention is happened. Every changes on a time or location factor, social environment will weaken the consistency between intention with behavioral or action. The scale of operational that shows clearly about the lack of situational continuity, which is needed, can be seen in form of time internal between both measurements. Situational intervention can be in the forms of unexpected events, economic condition change, or the appearance of new chance to spend the money. All of this can affect behavior to become inconsistent with what have been disclosed before, and the longer of the time interval, the chances of the inconsistency will be higher. Many experimental studies about “theory of reasoned action” in a marketing concept have supportedsuch observation (such as Ryan & Bonfield, 1975, 1980; Wilson, Matthews & Harvey, 1975; Harrel & Bennet, 1974; Oliver & Bearden, 1985).

2.2 Theoretical Framework



Sources: Ajzen (1991)

Figures: 2.3 Relation between components in Fishbein model

Attitudes and subjective norm is affecting each other. Attitude is able to affect behavior indirectly through its influence towards choosing intention. Subjective norm is only able to influence choosing behavioral indirectly through its influence toward choosing intention as defined in the followings:

a. Attitudes is a mentality and neural which have been prepared to give response towards an object, which organized through experience also affecting directly and / or dramatically towards behavior (Dharmmesta & Handoko, 1987, p.92).

b. Subjective norm is a choosing behavioral indirectly or affected by other person (Endrayanto, 2002, p.1).

2.3 Previous Research

Previous research done by (Endrayanto, 2002) resulted in. First, choosing behavior is indirectly affected by other people. Second, there is a positive correlation between intention and Mirota Kampus consumer’s income level. Research done by (Sigit, 2005), stated that, first, attitudes and subjective norm of UII students significantly affects towards buying intention of Close Up tooth paste. Second, UII student attitudes partially give significant effects toward buying of Close Up tooth paste. Third, subjective norm of UII student partially give significant contribution towards Close Up tooth paste buying intention. Research done by (Albari & Liriswati, 2004), found that, first, there is no positive correlation between attitudes or subjective norm towards consumer intention to buy liquid soap. Second, Evaluation factor give more positive effects compared to compare to consumer faith towards liquid soap. There are different result positive or negative impacts between consumer normative faith and consumer motivation to accept the reference towards different brands of liquid soap.

2.4 Hypothesis

Based in theory and previous discovery from Ajzen about Theory of Reasoned Action, then the hypotheses, which will be put on test, are:

H1 : Attitudes significantly affects consumer behavior intention in buying product through social media.

H2 : Subjective norm significantly affects consumer behavior intention in buying product through social media.

CHAPTER 3

RESEARCH METHOD

3.1 Research Type

This research is a survey research. In this research, the information is collected from respondent using questionnaire. Generally, the survey is limited to research which the data is collected by sample of population to represent all of the population.

Survey research is a research which takes a sample from a population-using questionnaire as a main data collecting means (Singarimbun & Effendi, 1995, p.3).

Generally, what is included in analyzing unit in a survey is an individual, but it is not impossible that the analysis unit is several individual.

3.2 Population and Sample

3.2.1 Population

Population in this research is a potential costumer which already know and have bought in social media, in which the total of population is cannot be known.

3.2.2 Sample

Sample is part of population which is investigated in a research. Sample must be able to represent and symbolize the majority of student and society which lived in

Depok Sleman Yogyakarta.

3.3.2.1 Sampling Technique

The sampling technique is done with non-random sampling method. Non Random Sampling is a sampling technique which does not give chance for every same element or member to be chosen because of diversity population (Sugiyono, 2010, p.77) Sampling is done because this research is involving a lot of elements (thousand) in a population so it is not possible for researcher to collect and test every population element. The tests toward all of population element need a lot of time, cost and effort. Technique which is used in this research is a Purposive Sampling Technique which is a technique to decide the sample of research with certain consideration (Sugiyono, 2010, p.78).

The reason of researcher using Purposive Sampling Technique is that this sampling technique is it is considering certain relevant characteristic which describes population dimension. Respondent characteristic in this research is a respondent which have known the product which is sold in a social media and have bought in a social media.

3.3.2.2 Research Sample

Sample size is the summary of individual, subject, element from population which is taken from part of sample (Sigit, 1999, p.69).

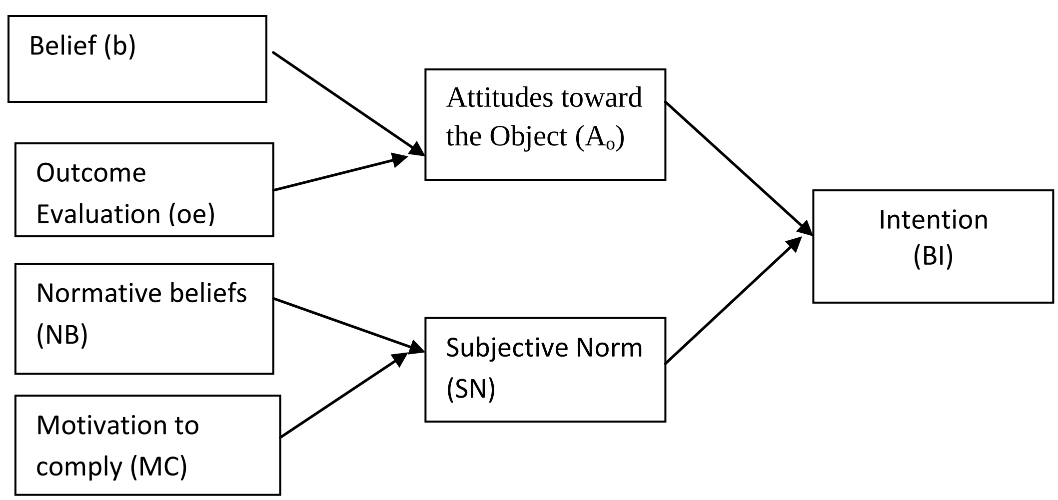
According to Gary and Diehl, sample must be as big as possible and generally the bigger the sample, then the representative based on the result of the research can be more generalize. The size of sample which is able to be accepted is depend on the subject of the research according to Fraenkel and Wallen the size of the sample minimum is 100 people (Sigit, 1999, p.70). Based on that consideration, thus the sample which is taken in this research is 100 people which is known and bought product in social media.

3.3 Data Collection Technique

In this research it is needed a primary data to know consumer response which have known and have used social media. Primary data is a data which is collected directly from questionnaire answer from respondent.

The data collection technique is using questionnaire instrument to collect the response from sampled respondent directly.

3.4 Research Model



Figures 3.1: Research Model

3.5 Variable

3.5.1 Variable Identification

In this research, the research variables are:

1. Dependent Variable

Behavior Intention (Y) or behavior intention is a part that connects oneself with action which is done in a certain period in the future, purchase intention is a stage where there is a tendency of action response before the purchasing decision actually happens. The intention component to do certain purchase, theoretically the intention is formed by interaction of three components which are attitude toward behavior, subjective norm toward behavior and behavioral control which is felt (Loudon and Bitta, 1985, p.353).

2. Independent Variable

1) Attitudes (X1), is a situation of mental and neural which is prepared to give response toward an object, which is organized through experience and affecting directly and dynamically toward behavior (Swasta & Handoko, 1997, p.92).

2) Subjective Norm (X2), is a social factor which shown social pressure felt to do or not do an action or behavior. Normative belief describe as subjective norm determinant (Dhammesta & Handoko, 1987, p.23).

3.5.2 Operational Variable Definition

Operational definition is a research element which informs how to measure a variable. In other words, operational variable definition is guide for the implementation of how to measure a variable (Singarimbun & Effendi, 1995, p.46).

1. Purchase Intention (BI)

Measurement towards behavioral intention needs to be done before the measurement of behavior is done. Other factors that involved in this short time interval will affect a weak correlation between behavioral intention and behavior, the indicator: Consumer intention which have known and used social media.

2. Attitudes towards the object (Ao)

Consumer behavior to buy a product in a social media (Ao) is a result of multiplication of behavior variable which is done by consumer behavior with outcome evaluation (oe), the indicator:

a. Consumer Belief (b)

Consumer trust is a statement about consumer trust or faith in choosing to buy a product in a social media, the attribute consist of:

1) Price
2) Color
3) Material Durability
4) Design

b. Outcome Evaluation (oe)

Outcome evaluation is a statement about consumer evaluation about product purchasing in a social media, the attribute consist of:

1) Price
2) Color
3) Material Durability
4) Design

3. Consumer Subjective Norm (SN)

Consumer subjective norm is related with whether a reference wants a consumer to buy a product in social media, the indicator:

a. Normative Belief (NB)

Normative Belief is a consumer trust about others opinion toward product in social media. In this case, the references are family, friends, and peers.

b. Motivation to Comply (MC)

Motivation to Comply is a consumer motivation to choose a product. The references are family, friends, and peers.

3.6 Scale and Measurement

The scale which is used to measure the questionnaire is Likert scale which is used to measure belief, outcome evaluation, normative belief, motivation to comply, and intention. Likert scale is a scale which is used to measure product attribute based on agreement level towards a product. In this research, it is split into 5-scale research, with research answer as following:

1. Very Agree / Sangat Setuju (SS) score: 5
2. Agree / Agree (S) score: 4
3. Neutral / Netral (N) score: 3
4. Disagree / Tidak Setuju (TS) score: 2
5. Very Disagree / Sangat Tidak Setuju (STS) score: 1

The data which is obtained from Likert scale will be used to measure the ranks or levels.

3.7 Method of Data Analysis

3.7.1 Validity Test

Validity test shows how the measurement is conduct. Validity test is done by using correlation product moment formula (Ancok, 1989, p.122)

$$r = \frac{n(\sum \mathrm{XY}) - (\sum \mathrm{X} \sum \mathrm{Y})}{\sqrt{\left[n\sum \mathrm{X}^2 - (\sum \mathrm{X})^2\right]\left[n\sum \mathrm{Y}^2 - (\sum \mathrm{Y})^2\right]}}$$

Where:

r = Product moment correlation

X = The question score

Y = Factor score (variable)

n = Total sample

According to (Ancok, 1989) the result of Pearson correlation product moment compared with r table to measure whether the questionnaire is valid or not. The questionnaire is valid if in the measurement r(calculated) > r(table).

To test the validity, the research instrument is made based on the indicator which can be found in the definition of operational variable, trust question consists of 8 items, evaluation 8 items, other people faith 3 item, other people motivation 3 item, and purchase intention 1 item. Validity test also be done with the help of computer program SPSS 15.00 for windows which is help to know whether every item in the questionnaire are valid or not.

3.7.2 Reliability Test

Reliability test is to know whether the result is consistent from variable random error. A reliable instrument is an instrument that is used to measure the same object that will result in the same data (Sugiyono, 2010, p.110).

To test reliability instrument it used Cronbach Alpha Formula, to know the instrument reliability the score is not 0-1 but the gap between each score for example 0-10, 0-100 or in scale form 1-3, 1-5, 1-7 and so on (Umar, 2000, p.207) the Alpha formula is:

$$r_{11} = \left[\frac{k}{(k-1)} \right] \left[1 - \frac{\sum \delta b^2}{\delta t^2} \right]$$

Information:

r_{11} = Instrument Reliability

k = Total item questions

δt^2 = Total variance sum

$\Sigma \delta b^2$ = Total variance items

The scoring capacity of reliability level depends on how big the risk of Alpha of there is a little risk, the bigger the α (> 0.5) it means the questionnaire items are more reliable (Cooper & Emorv, 1999, p.69).

Validity test is done with the help of computer with SPSS 15.00 program for windows which conclude to know whether every item in question which is evaluated and judged by consumer are valid or not. The result will be compare to α coefficient (r table).

3.8 Data Analysis Technique

3.8.1 Descriptive Analysis

Descriptive analysis is a research data transformation in a form of tabulation so it can be easier to be understood and interpreted (Indriantoro & Supono, 1999, p.170). It can be done by taking the data based on the answers got from respondents. This analysis is used to fulfill the needs of data description, which is used as distribution table frequency for every variable. The frequency of data distribution is made by deciding interval class. To decide the number of class it is based on Strurges rule (Mustafa, 1992, p.17). The first step to make the frequency distribution, it can be done with:

a. Deciding the class interval for every variable which is the biggest value – lowest value
b. Deciding how much the class interval by using formula: 1+ 3.322. log n
c. Deciding the length of class interval by using the formula the result of class interval divide with total of class interval:

I = the length / number of class

Therefore for every distribution of frequency for every variable is followings:

Attitudes

k= 1+ 3,322 log n
k= 1+ 3,322 log 100
k= 1+3,322 .(2)
k= 7,6

I=max-min
I= 20,84 - 9,73
I = 11,11

R = 11,11:7,6
R = 1,46

Table 3.1

Attitudes

Category	Information	Interval
Strongly Agree	7	18,64 - 20,84
Very Agree	6	17,17 - 18,63
Agree	5	15,17 - 17,16
Neutral	4	14,14 - 15,6
Disagree	3	12,67 - 14,13
Very Disagree	2	11,20 - 12,66
Strongly Disagree	1	9,73 - 11,19

Subjective Norm

k= 1+ 3,322 log n
k= 1+ 3,322 log 100
k= 1+3,322 .(2)
k= 7,6

I=max-min
I= 23,35 - 5,34
I = 18,01

R = 18,01:7,6
R = 2,4

Table 3.2

Subjective Norm

Category	Information	Interval
Strongly Agree	7	> 19,79
Very Agree	6	17,39 - 19,79
Agree	5	14,98 - 17,38
Neutral	4	12,57 - 14,97
Disagree	3	10,16 - 12,56
Very Disagree	2	7,75 - 10,15
Strongly Disagree	1	5,34 - 7,74

Attitudes

k= 1+ 3,322 log n
k= 1+ 3,322 log 100
k= 1+3,322 .(2)
k= 7,6

I=max-min
I= 5 – 3
I = 2

R = 2 :7,6
R = 0,26

Table 3.3

Intention

Category	Information	Interval
Strongly Interested	7	4,62 - 5,00
Very Interested	6	4,35 - 4,61
Interested	5	4,08 - 4,34
Neutral	4	3,81 - 4,07
Not Interested	3	3,54 - 3,8
Very Not Interested	2	3,27 - 3,53
Strongly Not Interested	1	3 - 3,26

CHAPTER 4

ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

This research aims to know the attributes that considered important for consumer in trusting and deciding to purchase through social media in Depok, Sleman. The data which is used are primary data resulted from questionnaire that is spread through 100 respondents which all of them know about the product in social media.

The analysis data methods which are used in this research including descriptive analysis, regression, and t test.

The descriptive analysis in this research shows the characteristic depiction of respondent which conclude gender, age, profession, educational background, and earnings in Depok, Sleman.

There are 100 questionnaires in this research that has been spread among the respondent, and the result of the questionnaires will become as the input data. From the questionnaire of "personal identity" gained the data of respondent characteristic which are trusting and deciding to buy product through social media in Depok Sleman. The respondent characteristic is group by its gender, age, profession, educational background, and earnings as followings:

4.1.1 Respondent Descriptive Characteristic

1. Respondent Characteristic by Gender

The research is done towards two groups of respondent, male and female which in total are 100 respondents is described in the followings:

Table 4.1
Respondent Characteristic Based on Gender

Gender	Frequency	%
1. Male	70	70
2. Female	30	30
Total	100	100.0

Source: Primary Data

From table 4.1 it is known that from 100 respondents it is dominated by male which is 70 people or 70%, and the rest 30 people or 30% are female.

2. Respondent Characteristic Based on Age

Table 4.2
Respondent Characteristic Based on Age

Age	Frequency	%
18-24	75	75
25-29	20	20
30-34	5	5
> 35	0	0
Total	100	100

Source: Primary Data

Based on table 4.2, it is known that the total of100 respondent is dominated by age 18 – 24 years old that is up to75 people or 75%. Meanwhile, the respondent with age 25-29 is20 people or 20% and 30-34 is5 people or 5%.

3. Respondent Characteristic Based on Profession

Table 4.3
Respondent Characteristic Based on Profession

Profession	Frequency	%
Student	95	95
Civil Servant	0	0
Workers	5	5
Total	100	100

Source: Primary Data

Based on table 4.3 it is known that the total of 100 respondent is dominated by student with 95 people or 95%, and workers with 5 people or 5%.

4. Respondent Characteristic based on Educational Background

Based on table 4.4 it is known that the total of 100 respondent is dominated by SLTA with 95 people or 95% and S1 with 5 people or 5%.

Table 4.4
Respondent Characteristic Based on Educational Background

Education	Frequency	%
SLTP	0	0
SLTA	95	95
D3	0	0
S1	5	5
S2	0	0
Total	100	100

Source: Primary Data

5. Respondent Characteristic Based on Earnings

Table 4.5
Respondent Characteristic Based on Earnings

Earnings	Frequency	%
500.000-1.000.000	0	0
1.000.001-1.500.000	72	72
1.500.001-2.000.000	25	25
2.000.001- 2.500.000	3	3
> 2.500.000	0	0
Total	100	100

Source: Primary Data

Based on table 4.5 it known that the total of100 respondent is dominated by those who earns 1.000.000 – 1.500.000 with 72 people or 72%, next 1.500.001 – 2.000.000 with 25 people or 25%, and 2.000.001 – 2.500.000 with 3 people or 3%.

4.1.2 Variable Description

4.1.2.1 Attitudes Variable

After the tabulation data is done from respondent answer then it can be known that the consumer trust towards the product they bought in social media is dominated by color variation product which is complete or various (mean 4.13) and product durability in social media (mean 4.13) by consumer. While for consumer evaluation towards purchasing product in social media because the color of the product is not easily, disrupted (mean 4.32) even though the product is old.

After investigating the highest mean from faith and evaluation, then the consumer attitudes toward purchasing product in social media can be known from the by followings table.

Table 4.6
Consumer Attitudes Category for Purchasing in Social Media

Interval	Information	Total
18,64-20,84	Extremely Good	5
17,17-18,63	Very Good	21
15,17-17,16	Good	25
14,14-15,6	Neutral	15
12,67-14,13	Not Good	24
11,20-12,66	Not Very Good	7
9,37-11,19	Extremely Not Very Good	3
Total		**100**

Source: Primary Data

Based on table 4.6 it is known that from 100 respondent, most of them considered it good, which can be seen from total respondent which have good attitudes towards purchasing product in social media is 51 people or 51%. Meanwhile, the rest 15 people or 15% have neutral attitudes, and not good with 34 people or 34% towards purchasing product in social media.

4.1.2.2 Subjective Norm Variable

After the tabulation data from respondent, it can be known that consumer faith toward reference is dominated by the persuasion by peers, which can be seen from respondent answer 3.95. While for consumer reference is dominated by family which is 3.16.

After the mean is known from consumer faith towards reference and consumer motivation to obey to the reference, then the subjective norm can be seen from below table.

Table 4.7
Consumer Subjective Norm Categorizations which bought in social media

Interval	Information	Total
>19,79	Extremely supporting	8
17,39-19,79	Very supporting	7
14,98-17,38	Supporting	12
12,57-14,97	Neutral	13
10,16-12,56	Not Supporting	25
7,75-10,15	Very Supporting	20
5,34-7,74	Extremely Not Supporting	15
Total		**100**

Source: Primary Data

Based on table 4.7, it is known that from 100 respondent, most of the respondent is not supporting, it can be seen from 60 people or 60% from reference group (family, friends, etc.) and the rest 40 people or 40% either neutral or supporting.

4.1.2.3 Intention Variable

After the tabulation data is done from respondent answers it can be concluded that consumer intention towards buying products toward social media, are as described in the following table:

Table 4.8
Consumer Buying Intention Categorization in social media

Interval	Information	Total
4,62-5,00	Extremely Intended	14
4,35-4,61	Very Intended	0
4,08-4,34	Intended	0
3,81-4,07	Neutral	57
3,54-3,80	Not Intended	0
3,27-3,53	Very Not Intended	0
3,00-3,26	Extremely Not Intended	29
Total		**100**

Source: Primary Data

From table 4.8 it is known that from 100 respondent only small portion have intention to buy in social media which is 14 people or 14%, 57 people or 57% is neutral and the rest 29 people or 29% is not having intention.

4.2 Validity Test

The result of validity test shows that:

Table 4.9

Outcome Evaluation Validity Test

Variable	Indicator	*Coefficient Correlation Product Moment*	r table	Information
Evaluation	K1	0,339	0,195	Valid
	K2	0,497	0,195	Valid
	K3	0,310	0,195	Valid
	K4	0,537	0,195	Valid
	K5	0,655	0,195	Valid
	K6	0,502	0,195	Valid
	K7	0,395	0,195	Valid
	K8	0,610	0,195	Valid

Source: Primary Data

From table 4.9 there are question item that available in evaluation. The score of coefficient correlation from eight question items for evaluation variable shows higher value from r table value. In other words, all of question items in evaluation variable are valid. The result gained after the correction towards product moment is higher than r table so the evaluation variable items can be considered valid.

Table 4.10

Belief Validity Test

Variable	Indicator	*Coefficient Correlation Product Moment*	r table	Information
Belief	K1	0,440	0,195	Valid
	K2	0,553	0,195	Valid
	K3	0,582	0,195	Valid
	K4	0,577	0,195	Valid
	K5	0,294	0,195	Valid
	K6	0,630	0,195	Valid
	K7	0,220	0,195	Valid
	K8	0,306	0,195	Valid

Source: Primary Data

From table 4.10 there are question items available in belief variable. The coefficient correlation score from eight question items for belief variable shows higher value from r table. In other words, all of question items that available in belief variable are valid. The result gained after the correction towards product moment shows higher value from r table thus the result is all of belief variable items are valid.

Table 4.11

Normative Belief Validity Test

Variable	Indicator	*Coefficient Correlation Product Moment*	r table	Information
Normative Belief	K1	0,772	0,195	Valid
	K2	0,677	0,195	Valid
	K3	0,795	0,195	Valid

Source: Primary Data

From table 4.11 there are question that available at normative belief. The score of coefficient correlation from three question items for other people faith variable shows higher score than r table. In other words, all of the question items that available in normative belief faith are valid. The result gained after the correction towards product moment shows higher score than r table so it can be said that the normative belief variable items are valid.

Table 4.12

Motivation to Comply Validity Test

Variable	Indicator	*Coefficient Correlation Product Moment*	r table	Information
Motivation to Comply	M1	0,970	0,195	Valid
	M2	0,943	0,195	Valid
	M3	0,948	0,195	Valid

Source: Primary Data

From table 4.12 there are question about motivation to comply variable. The score of coefficient correlation from three questions items for motivation to comply shows higher score than r table. In other words, all of the question items in motivation to comply are valid. The result gained after the correction toward product moment shows higher score than r table, it means the motivation to comply variable items are valid.

4.3 Reliability Test

The reliability test shows that:

Table 4.13

Reliability

	Alpha Value	Critical Value	Information
Outcome Evaluation	0,676	0,5	Reliable
Belief	0,677	0,5	Reliable
Normative Belief	0,802	0,5	Reliable
Motivation to Comply	0,878	0,5	Reliable

Source: Primary Data

From the reliability test (table 4.13), it can be seen that the alpha value from all variable have bigger value than r table value. In other words, it can be concluded that all of question items for every variable can be considered reliable which is means if the instrument is used several times to test the same object the result will be the same. Validity test and reliability test for every variable which is used in this research can be found in appendix.

4.4 Multiple Regression Analysis

In analyzing factors which affecting buying intention the equation is as followings:

Table 4.14
Regression Analysis

Information	B	t	Sig
Constant	3,615	1,025	0,000
Attitudes	0,0029	3,4275	0,000
Subjective Norm	0,0155	4,256	0,000
R : 0,912		Sig F : 0.028	
R square : 0,8317		Df : 99	
F : 4,273			

Source: Processed Primary Data

The equation based on the table above is as followings:

$Y = 3,615 + 0.0029\ X_1 + 0.0155\ X_2 + e$

Based on that equation it can be analyzed as followings:

If consumer's attitudes towards purchasing product in social media is not changed, then the reference group opinion will also not changed, then the consumer intention value to buy product in social media is 3.615

1. R. Square value is 0.8317, which means that 83.17% variable of attitudes and subjective norm affects consumer's intention and the rest 16.83% affects by other variables outside the research area.
2. Based in regression equation it is known that consumer's attitudes and subjective norm have significant value towards intention.

3. Hypothesis test (t test)

In result analysis it can be known that t count for every factor is as followings:

t_{count} (X_1) (3.4275) > t_{table} (1.980), H_1 is accepted, which means there is a significant effect between attitudes towards buying intention if the significant is lower than 0.05.

t_{count} (X_2) (4.256) > t_{table} (1.980), H_2 is accepted, which means there is a significant effect between subjective norm toward buying intention if the significant is lower than 0.05.

4.5 Discussion

Based on the first hypothesis test, it shows that there is a significant effect from respondent attitudes toward buying intention in social media. This can be seen from probability value resulted from multiple regression analysis test which is 0.000 far below level of significance (0.05). The second hypothesis test shows that there is a significant effect towards respondent subjective norm towards product buying intention in social media this can be seen from probability value which is resulted from t test linier regression which is 0.000 far below the level if significance (0.05). Principally, the decision making based in t-count and t-table or comparing f-count and f-table will result in the same conclusion based on comparing probability numbers with alpha.

Coefficient regression from attitudes variables is 0.0029 and coefficient from subjective norm variable is 0.0155.Attitudes coefficient is smaller compared to subjective norm coefficient, it shows that subjective norm variable give more dominant effect toward respondent buying intention in social media compared to attitudes variable.

R square (R^2) gained from multiple linier regression is 0.83, this number explained that the effect from attitudes and subjective norm towards buying intention is 83% and the rest 17% towards buying intention can be explained by other variables outside this research.

The research resulted in there is positive influence between attitudes and subjective norm towards consumer buying intention, thus a product should be more paying intention to faith attitudes because with a strong consumer faith, someone will have a positive intention towards a product. Subjective norm which is affects by other people will improve consumer intention to buy products.

Therefore, the effect of attitudes and subjective is influencing greatly towards beginning intention from consumer buying decision.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

Based on the result of the research and the discussion there are two conclusions which are:

1. Consumer attitudes (Ao) gives positive effect towards consumer intention (BI) to buy a product in social media in Depok Yogyakarta
2. Subjective Norm (SN) gives positive effect towards consumer intention (BI) to buy product in social media in Depok Yogyakarta.

5.2 RECOMMENDATIONS

By referencing towards the result of the research, it can be suggested that:

Consumer attitudes and subjective norm affects positively toward consumer buying intention. Therefore, it is suggested that the products sale in social media to keep giving a competitive price to keep the customers, increasing the product quality, and keep innovating in designing the product .It is because it can affect consumer attitudes more significantly, which is finally expected to increase consumer buying intention.

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APPENDIX

Appendix 1Questionnaire

Yogyakarta, Mei 2013

Kepada

Yth. Saudara/i

Dengan hormat,

Dalam rangka penelitian yang akan dilakukan, maka pada kesempatan ini perkenankan saya meminta bantuannya untuk meluangkan waktu sejenak memberikan pendapat dan informasi dengan mengisi daftar pertanyaan yang dilampirkan.

Daftar pertanyaan yang dibuat akan digunakan untuk tujuan ilmiah yang diperlukan untuk penyusunan skripsi pada Universitas Islam Indonesia Yogyakarta, yang berjudul:

"**Pengaruh sikap dan norma subyektif terhadap niat beli konsumen pada produk yang ditawarkan di Sosial Media**"

Jawaban yang diberikan oleh saudara merupakan informasi yang akan sangat bermanfaat bagi tujuan penelitian ini, oleh sebab itu saudara diminta untuk menjawab pertanyaan-pertanyaan tersebut dengan benar dan jujur.

Akhir kata, atas bantuan dan kesediaan saudara/i untuk mengisi kuesioner ini, saya ucapkan banyak terima kasih.

Hormat saya,

Gerry Arjuna Bangsaratoe

KUESIONER

Identitas responden

Nama : (Boleh tidak di isi)

Alamat : (Boleh tidak di isi)

1. Jenis Kelamin : a. Pria

   b. Wanita

2. Usia Anda Saat ini : a. 18 th – 24 th

   b. 25 th – 29 th

   c. 30 th – 34 th

   d. >35 th

3. Pekerjaan Anda : a. Pelajar/Mahasiswa

   b. Pegawai Negeri Sipil

   c. Pegawai Swasta

4. Pendidikan terakhir anda : a. SLTP

b. SLTA

c. Diploma 3

d. S1

e. S2

5. Tingkatan Penghasilan Yang anda terima perbulan adalah :

a. Rp. 500.000,- sampai Rp. 1.000.000,-

b. Rp. 1.000.001,- sampai Rp. 1.500.000,-

c. Rp. 1.500.001,. sampai Rp. 2.000.000,.

d. Rp. 2.000.001,- sampai Rp. 2.500.00,-

e. Rp. >2.500.00,-

Petunjuk : Berilah tanda (√) pada pilihan saudara yang paling tepat, dengan kriteria penilaian sebagai berikut :

1. Skor 1 = STS (SANGAT TIDAK SETUJU)
2. Skor 2 = TS (TIDAK SETUJU)
3. Skor 3 = N (NETRAL)
4. Skor 4 = S (SETUJU)
5. Skor 5 = SS (SANGAT SETUJU)

A. Sikap meliputi:

Bagian I. Keyakinan Konsumen

No.	Pernyataan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Saudara yakin/percaya produk - produk yang ditawarkan pada sosial media harga nya terjangkau					
2	Saudara yakin/percaya produk – produk yang ditawarkan pada sosial media harga nya sesuai/pantas					
3	Saudara yakin/percaya kombinasi warna – warna produk yang ditawarkan pada sosial media					

	‘menarik’					
4	Saudara yakin/percaya warna – warna produk yang ditawarkan pada sosial media lengkap (variasi)					
5	Saudara yakin/percaya produk – produk yang ditawarkan pada sosial media tahan lama (awet)					
6	Saudara yakin/percaya produk – produk yang ditawarkan pada sosial media warnanya nya tidak mudah pudar					
7	Saudara yakin/percaya model/desain produk – produk yang ditawarkan pada sosial media lengkap (variasi)					
8	Saudara yakin/percaya model/desain produk – produk yang ditawarkan pada sosial media selalu *“up to date”*					

Bagian II. Evaluasi

No.	Pernyataan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Menurut saudara harga produk – produk yang ditawarkan pada sosial media terjangkau					
2	Menurut saudara harga produk – produk *Yang ditawarkan sosial media* sesuai/pantas					
3	Menurut saudara kombinasi warna – warna produk *Yang ditawarkan sosial media* ‘menarik’					
4	Menurut Saudara warna – warna produk *Yang ditawarkan sosial media* lengkap (variasi)					
5	Menurut Saudara produk – produk *Yang ditawarkan sosial media* tahan lama (awet)					
6	Menurut Saudara produk – produk *Yang ditawarkan sosial media* warnanya nya tidak mudah pudar					
7	Menurut Saudara model/desain produk – produk *Yang ditawarkan sosial media* lengkap (variasi)					

8	Menurut Saudara model/desain produk – produk *Yang ditawarkan sosial media* selalu *“up to date”*					

B. Norma Subyektif meliputi:

Bagian I. Keyakinan Konsumen Terhadap Referen

No.	Pernyataan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara yakin/percaya saran keluarga					
2	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara yakin/percaya saran sahabat/rekan					
3	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara yakin/percaya saran kolega					

Bagian II. Motivasi Konsumen Untuk Menuruti Referen

No.	Pernyataan	SS (5)	S (4)	N (3)	TS (2)	STS (1)
1	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara mengikuti saran keluarga					
2	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara mengikuti saran sahabat/rekan					
3	Dalam rencana pembelian produk *Yang ditawarkan sosial media* saudara mengikuti saran kolega					

C. Minat meliputi:

No.	Pernyataan	SB (5)	B (4)	N (30	TB (2)	STB (1)
1	Anda berminat membeli produk *Yang ditawarkan sosial media*					

Keterangan

1. Skor 1 = STB (SANGAT TIDAK BERMINAT)
2. Skor 2 = TB (TIDAK BERMINAT)
3. Skor 3 = N (NETRAL)
4. Skor 4 = B (BERMINAT)
5. Skor 5 = SB (SANGAT BERMINAT)

APPENDIX 2 Frequencies

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitudes	100	1,00	7,00	3,5500	1,92472
Behavior	100	1,00	7,00	4,3500	1,49325
SN	100	1,00	7,00	4,6500	1,79997
Valid N (listwise)	100				

Frequencies

Statistics

		Intention	Attitudes	SN
N	Valid	100	100	100
	Missing	0	0	0

Frequency Table

niat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	29	29,0	29,0	29,0
	4,00	57	57,0	57,0	86,0
	7,00	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

Attitudes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	3	3,0	3,0	3,0
	2,00	7	7,0	7,0	10,0
	3,00	24	24,0	24,0	34,0
	4,00	15	15,0	15,0	49,0
	5,00	25	25,0	25,0	74,0
	6,00	21	21,0	21,0	95,0
	7,00	5	5,0	5,0	100,0
	Total	100	100,0	100,0	

SN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	7	7,0	7,0	7,0
	2,00	8	8,0	8,0	15,0
	3,00	12	12,0	12,0	27,0
	4,00	13	13,0	13,0	40,0
	5,00	23	23,0	23,0	63,0
	6,00	20	20,0	20,0	83,0
	7,00	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

APPENDIX 3 Reliability

Correlations (Outcome Evaluation)

Correlations

		k1	k2	k3	k4	k5	k6	k7	k8	total1
k1	Pearson Correlation	1	,095	-,067	,106	,121	-,070	-,100	,038	,339**
	Sig. (2-tailed)		,349	,511	,295	,230	,490	,324	,707	,001
	N	100	100	100	100	100	100	100	100	100
k2	Pearson Correlation	,095	1	-,203*	,306**	,239*	,039	-,013	,303**	,497**
	Sig. (2-tailed)	,349		,043	,002	,017	,699	,895	,002	,000
	N	100	100	100	100	100	100	100	100	100
k3	Pearson Correlation	-,067	-,203*	1	,029	,161	,312**	,097	,038	,310**
	Sig. (2-tailed)	,511	,043		,778	,110	,002	,336	,706	,002
	N	100	100	100	100	100	100	100	100	100
k4	Pearson Correlation	,106	,306**	,029	1	,228*	,138	-,156	,370**	,537**
	Sig. (2-tailed)	,295	,002	,778		,023	,172	,121	,000	,000
	N	100	100	100	100	100	100	100	100	100
k5	Pearson Correlation	,121	,239*	,161	,228*	1	,252*	,074	,308**	,655**
	Sig. (2-tailed)	,230	,017	,110	,023		,011	,462	,002	,000
	N	100	100	100	100	100	100	100	100	100
k6	Pearson Correlation	-,070	,039	,312**	,138	,252*	1	-,033	,180	,502**
	Sig. (2-tailed)	,490	,699	,002	,172	,011		,747	,073	,000
	N	100	100	100	100	100	100	100	100	100
k7	Pearson Correlation	-,100	-,013	,097	-,156	,074	-,033	1	-,101	,395
	Sig. (2-tailed)	,324	,895	,336	,121	,462	,747		,317	,021
	N	100	100	100	100	100	100	100	100	100
k8	Pearson Correlation	,038	,303**	,038	,370**	,308**	,180	-,101	1	,610**
	Sig. (2-tailed)	,707	,002	,706	,000	,002	,073	,317		,000
	N	100	100	100	100	100	100	100	100	100
total1	Pearson Correlation	,339**	,497**	,310**	,537**	,655**	,502**	,395	,610**	1
	Sig. (2-tailed)	,001	,000	,002	,000	,000	,000	,021	,000	
	N	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	50,0
	Excluded [a]	100	50,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,676	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
e1	59,1100	31,149	,195	,676
e2	59,3600	29,970	,386	,651
e3	59,9300	32,086	,215	,674
e4	59,1000	29,990	,443	,646
e5	59,4500	28,391	,564	,625
e6	59,0200	29,515	,377	,649
e7	59,7400	32,699	,063	,692
e8	59,3400	28,287	,499	,630
total1	31,6700	8,466	1,000	,462

Correlations (Belief)

Correlations

		k1	k2	k3	k4	k5	k6	k7	k8	total2
k1	Pearson Correlation	1	,237*	,330**	,124	-,184	,256*	-,135	-,179	,440**
	Sig. (2-tailed)		,018	,001	,219	,068	,010	,181	,075	,000
	N	100	100	100	100	99	100	100	100	100
k2	Pearson Correlation	,237*	1	,197*	,233*	,021	,322**	-,056	,039	,553**
	Sig. (2-tailed)	,018		,050	,020	,835	,001	,581	,697	,000
	N	100	100	100	100	99	100	100	100	100
k3	Pearson Correlation	,330**	,197*	1	,151	-,101	,334**	,136	,051	,582**
	Sig. (2-tailed)	,001	,050		,134	,320	,001	,176	,618	,000
	N	100	100	100	100	99	100	100	100	100
k4	Pearson Correlation	,124	,233*	,151	1	,249*	,248*	,024	,099	,577**
	Sig. (2-tailed)	,219	,020	,134		,013	,013	,814	,326	,000
	N	100	100	100	100	99	100	100	100	100
k5	Pearson Correlation	-,184	,021	-,101	,249*	1	,110	,025	,121	,294**
	Sig. (2-tailed)	,068	,835	,320	,013		,280	,807	,233	,003
	N	99	99	99	99	99	99	99	99	99
k6	Pearson Correlation	,256*	,322**	,334**	,248*	,110	1	,024	,000	,630**
	Sig. (2-tailed)	,010	,001	,001	,013	,280		,810	,999	,000
	N	100	100	100	100	99	100	100	100	100
k7	Pearson Correlation	-,135	-,056	,136	,024	,025	,024	1	-,059	,220*
	Sig. (2-tailed)	,181	,581	,176	,814	,807	,810		,562	,028
	N	100	100	100	100	99	100	100	100	100
k8	Pearson Correlation	-,179	,039	,051	,099	,121	,000	-,059	1	,306**
	Sig. (2-tailed)	,075	,697	,618	,326	,233	,999	,562		,002
	N	100	100	100	100	99	100	100	100	100
total2	Pearson Correlation	,440**	,553**	,582**	,577**	,294**	,630**	,220*	,306**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,003	,000	,028	,002	
	N	100	100	100	100	99	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	99	49,5
	Excluded [a]	101	50,5
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

ReliabilityStatistics

Cronbach's Alpha	N of Items
,677	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
k1	58,5556	31,760	,296	,662
k2	58,6566	30,473	,457	,640
k3	58,9293	30,638	,480	,639
k4	58,5152	30,252	,482	,636
k5	58,4747	33,517	,186	,677
k6	58,7778	29,501	,550	,625
k7	59,0707	33,862	,115	,685
k8	58,8687	33,156	,156	,681
total2	31,3232	8,854	1,000	,464

Correlations (Normative Belief)

Correlations

		ko1	ko2	ko3	total3
ko1	Pearson Correlation	1	,284**	,455**	,772**
	Sig. (2-tailed)		,004	,000	,000
	N	100	100	100	100
ko2	Pearson Correlation	,284**	1	,282**	,677**
	Sig. (2-tailed)	,004		,004	,000
	N	100	100	100	100
ko3	Pearson Correlation	,455**	,282**	1	,795**
	Sig. (2-tailed)	,000	,004		,000
	N	100	100	100	100
total3	Pearson Correlation	,772**	,677**	,795**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	50,0
	Excluded [a]	100	50,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,802	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ko1	19,3600	8,617	,657	,760
ko2	19,4500	9,199	,537	,800
ko3	19,2900	8,188	,675	,744
total3	11,6200	3,026	1,000	,609

Correlations (Motivation to Comply)

Correlations

		mo1	m2	mo3	total4
mo1	Pearson Correlation	1	,879**	,898**	,970**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
m2	Pearson Correlation	,879**	1	,814**	,943**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
mo3	Pearson Correlation	,898**	,814**	1	,948**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
total4	Pearson Correlation	,970**	,943**	,948**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	50,0
	Excluded [a]	100	50,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,878	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
mo1	15,6800	21,674	,957	,828
m2	15,6900	21,549	,916	,831
mo3	15,7300	21,714	,924	,833
total4	9,4200	7,761	1,000	,950

Correlations (Intention)

Correlations

		niat	total5
niat	Pearson Correlation	1	1,000**
	Sig. (2-tailed)		,000
	N	100	100
total5	Pearson Correlation	1,000**	1
	Sig. (2-tailed)	,000	
	N	100	100

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	50,0
	Excluded [a]	100	50,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

ReliabilityStatistics

Cronbach's Alpha	N of Items
1,000	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
niat	3,8500	,412	1,000	.[a]
total5	3,8500	,412	1,000	.[a]

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Frequencies

Statistics

		jk	usia	pkjan	pddkn	phsln
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	46	46,0	46,0	46,0
	2,00	54	54,0	54,0	100,0
	Total	100	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	24	24,0	24,0	24,0
	2,00	44	44,0	44,0	68,0
	3,00	26	26,0	26,0	94,0
	4,00	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	10	10,0	10,0	10,0
	2,00	37	37,0	37,0	47,0
	3,00	53	53,0	53,0	100,0
	Total	100	100,0	100,0	

Educational Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	10	10,0	10,0	10,0
	3,00	28	28,0	28,0	38,0
	4,00	50	50,0	50,0	88,0
	5,00	12	12,0	12,0	100,0
	Total	100	100,0	100,0	

Earnings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	34	34,0	34,0	34,0
	2,00	33	33,0	33,0	67,0
	3,00	14	14,0	14,0	81,0
	4,00	11	11,0	11,0	92,0
	5,00	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

APPENDIX 4 Regressions

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SN, Attitudes[a]	,	Enter

a. All requested variables entered.

b. Dependent Variable : Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,912[a]	,832	,809	,34452	1,958

a. Predictors: (Constant), SN, Attitudes

b. Dependent Variable : Intention

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,456	2	,228	4,273	,028[a]
	Residual	40,294	97	,415		
	Total	40,750	99			

a. Predictors: (Constant), SN, Attitudes

b. Dependent Variable: Intention

Coefficients[a]

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,615	,451		1,025	,000		
	ATTITUDES	2,911E-03	,028	,011	3,428	,000	,993	1,007
	NS	1,550E-02	,015	,104	4,256	,000	,993	1,007

a. Dependent Variable: Intention

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	SIKAP	NS
1	1	2,913	1,000	,00	,00	,01
	2	7,579E-02	6,199	,03	,06	,96
	3	1,133E-02	16,038	,96	,94	,02

a. Dependent Variable: Intention

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,7337	4,0156	3,8500	,06786	100
Residual	-,9720	1,2169	,0000	,63797	100
Std. Predicted Value	-1,714	2,440	,000	1,000	100
Std. Residual	-1,508	1,888	,000	,990	100

a. Dependent Variable: Intention