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INFLUENCE ANALYSIS OF SOCIAL MEDIA MARKETPLACE ON BUYING INTEREST AND BRAND EQUITY IN MEN'S FASHION MODERATED WITH PERCEIVED USEFULNESS

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ABSTRACT

The purpose of this study was to determine the effect of social media on men's fashion buying interest in the Marketplace. In conducting this research, great hopes are posited in companies to be aware of the influence of social media on their brands and sales considering the given practice of social media are so efficiently carried out. This study analyzes the effect of Perceived Informativeness, Marketplace Brand Equity, Brand Knowledge and Perceived Persuasiveness on Purchase Intention through the moderating variable Perceived Usefulness.

The object chosen in this study was consumers shopping for men's fashion in the marketplace. The sample in this study was consumers shopping for men's fashion products through the 5 largest marketplaces in Indonesia, namely Tokopedia, Shopee, Lazada, Bukalapak and OLX. The questionnaire was distributed via Google form. There were 220 questionnaires distributed and valid data that could be used was 220 data. The sampling method used in this study was the Purposive Sampling Method. The questionnaire returned was then processed using the Smart PLS 3.0 program. In hypothesis testing, the Common Method Bias Analysis (CMB) and demographic analysis of respondents were tested using the SPSS 22 program.

The results of this study shows that all hypotheses were stated to be significantly positive except Brand Knowledge on Marketplace Brand Equity, Perceived Persuasiveness against Marketplace Brand Equity, Perceived Informativeness on Purchase Intention and Perceived Usefulness as a moderating variable between Perceived Persuasiveness and Marketplace Brand Equity which showed insignificant results. This shows that companies must begin to realize the magnitude of the influence of social media on the value of the company's equity which is a big push to trigger buying interest.

Keywords: *Consumer Purchase Interest, Brand Equity, Brand Knowledge, Perceived Usefulness, Perceived Persuasiveness and Perceived Informativeness*