

DECLARATION

I hereby declare that this thesis entitled “Factors Analysis of Online Fashion Purchase on Instagram Social Media (A Study on International ICT Business Students of Telkom University)” is really my own work. I do not do plagiarism except through appropriate citations to specific ethics regulations. I am willing to assume the risk or penalties imposed on me if found to breach of scientific ethics in this final project.

Bandung, October 2015
Sincerely,

(Kevin Patria)

PREFACE

Praise be to Allah for the grace constituent can complete the thesis entitled "Factors Analysis of Online Fashion Purchase on Instagram Social Media (A Study on International ICT Business Student of Telkom University)" proposed as one of the requirements in obtaining a Bachelor's degree in Management International ICT Business Studies Program University of Telkom.

In the process of preparation of this thesis, many authors get help, support, guidance, and direction, as well as corrections and suggestions from various parties. Therefore, the authors would like to thank:

1. Indira Rachmawati ST., MSM., As supervisor Telkom University thesis on time, support, advice, and the opportunity given to constituent during preparation of this paper.
2. Ir. Dodie Tricahyono MM, Ph.D as faculty trustee constituent who has provided direction, encouragement, and motivation-related lectures over the years.
3. Lia Yuldinawati, S.T., M.M. and Ratih Hendayani ST.,MM., as the examiner deffense meeting that give the suggestion.
4. Irdam Idris and Jenny Farid, as the parents of the author and the author's brother Reno Aditya, thanks for all the support both affection, attention, moral, financial and thought has been given donations.
6. Cindy Almas Ramadha (UNPAD-Jatinangor) Primadia Putra (UI Depok), Aryo (BINUS-Tangerang), Navel Gamal (STPI-Curug), Lina Razana (MDIS-Singapore), Ghasani Hilma (PRASMUL-Tangerang), Naida (UPH-Tangerang), a friend who always support
9. Friends International ICT Business active students , that give much information and encouragement during preparation of this paper.

10. All parties who have been willing to provide information, support and encouragement during preparation of this paper.

The author, aware that the preparation of this paper is still far from perfection both materially and formulation. Therefore, criticism and suggestions are expected as a material improvement in the foreseeable future. Hopefully, this thesis is useful for all parties. Thank you.

Bandung, October 2015

Writer

ABSTRAK

Aktifitas jual beli produk secara online menghadirkan banyak online shop pada media sosial. Salah satu media sosial yang digunakan untuk melakukan jual beli produk dimasyarakat adalah Instagram. Faktor-faktor yang mempengaruhi pembelian secara online perlu diperhatikan oleh para online shop agar dapat memenuhi kebutuhan dan keinginan pelanggan. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pembelian produk fashion secara online pada media sosial Instagram dan untuk mengetahui variabel yang paling dominan dari masing-masing faktor.

Penelitian ini menggunakan metode kuantitatif dengan jenis deskriptif serta menggunakan analisis faktor pada aplikasi SPSS 20.00 dalam windows seven. Variabel yang dianalisa dalam penelitian ini adalah Impulse Purchases Orientation, Service Quality, Customer Loyalty, Factor Influencing Customer Choice, Perceived Risk, Trust, Consumer Experience, Informativeness, Purchase Intention. Teknik pengumpulan data terhadap mahasiswa aktif International ICT Business Universitas Telkom dilakukan dengan cara wawancara dan kuesioner. Sampel dalam penelitian ini menggunakan teknik proportionate stratified random sampling berjumlah 100 orang dengan tingkat kepercayaan sebesar 99% dan eror sebesar 1%.

Hasil penelitian menunjukkan bahwa kesembilan variabel yang dilibatkan dari awal penelitian, rupanya memang memberikan pengaruh terhadap mahasiswa di International ICT Business of Telkom University untuk berbelanja fashion melalui Instagram. Terdapat lima variabel yang mendominasi perilaku mahasiswa di International ICT Business of Telkom University untuk berbelanja fashion melalui Instagram, yaitu: purchase Intention, dapat menjelaskan perilaku konsumen sebesar 83.0%, informativeness, dapat menjelaskan perilaku konsumen sebesar 78.0%, service quality, dapat menjelaskan perilaku konsumen sebesar 69.2%, impulse purchase Orientation, dapat menjelaskan perilaku konsumen sebesar 62.8%, online trust, dapat menjelaskan perilaku konsumen sebesar 61.4%

Key word: Analisis Faktor, Online Purchasing, Instagram

ABSTRACT

Activities selling products in an online presented many online shops in social media . One of the social media that used to make selling products copies are circulating among is Instagram. Factors which affect support online purchases should be noticed by the online shops in order to meet the needs and desires customers. This research aims to know. factors that influenced product purchase fashion online at media social Instagram and to know the most dominant from each factor.

This Research methods to the type of quantitative analysis the factors descriptive and used in the application SPSS 20.00 in windows seven. The variables that is analyzed in this research is Impulse Purchases Orientation, Service Quality, Customer Loyalty, Factor Influencing Customer Choice, Perceived risk, Trust, Consumer Experience, Informativeness, P.O. Intention. Technical data collection to students active International ICT Business University of Telkom will be done in a way interviews and questionnaires. Samples in this research techniques proportionate stratified random sampling 100 people from the level of trust by 99% and Jusamn explained of 1 percent.

Results of the study showed that ninth variables that are involved from the beginning or, apparently does provide the influence of university students in the International ICT Business of Telkom University to shop fashion through Instagram. There are five variables that dominated on a student from the International ICT Business of Telkom University to shop fashion through Instagram, namely: purchase intention, can explain 83.0 % of consumer behavior, informativeness, can explain 78.0 % of consumer behavior, service quality, can explain 69.2 % of consumer behavior, impulse purchase orientation, can explain 62.8 % of consumer behavior , online trust, can explain 61.4 % of consumer behavior

Key word: Analysis of factors, Online Purchasing, Instagram

TABLE OF CONTENTS

DECLARATION	i
PREFACE	ii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	x
LIST OF FIGURES.....	cii
CHAPTER I.....	xv
1.1 General overview of research product	xv
1.1.1 Online Fashion.....	xv
1.1.2 Instagram Profile.....	xvi
1.2 Background.....	xvii
1.3 Problem Statement	xxvii
1.4 Research Purpose	xxviii
1.5 Research Benefits.....	xxviii
1.5.1 Theoretical Aspect	xxviii
1.5.2 Practcal Aspect.....	xxviii
1.6 Writing System.....	xxix
Chapter II.....	xxx
2.1 Literatur Review.....	xxx
2.1.1 Understanding of Marketing	xxx
2.1.2 Marketing Mix	xxx
2.1.3 Consumer Behavior	xxx
2.1.4 Nine Attributes that Affect Online Shopping	xxx
2.1.5 Consumer Behavior in Online Purchase	xxx

2.1.6	E-Commerce	xxxvii
2.1.6.1	Type of E-Commerce.....	xxxix
2.1.7	Social Media	xxxix
2.2	Previous Research.....	xl
2.3	Theoretical Framework.....	xlvi
2.4	Hypothesis.....	l
2.5	Scope of Study.....	l
CHAPTER III.....		li
3.1	Research Type.....	li
3.2	Operational Variable	lii
3.3	Research Stage	lix
3.4	Population and Sampling	lx
3.4.1	Population.....	lx
3.4.2	Sampling.....	lxi
3.4.3	Sampling Technique	lxi
3.5	Data Collection Technique.....	lxii
3.5.1	Type of Data	lxii
3.5.2	Measurement Scale.....	lxiii
3.6	Validity and Reliability Test.....	lxiii
3.6.1	Validity Test.....	lxiii
3.6.2	Reliability Ttest	lxiv
3.7	Assumption Test	lxv
3.8	Data Analysis Technique	lxvi
3.8.1	Statistic Analysis Descriptive	lxvi
CHAPTER IV RESULT ANALYSIS AND DISCUSSION.....		lxix
4.1	Respondent Profile	lxix
4.2	Description of Factors Affecting Someone in Buying Products in Online Shop	lxx
4.2.1	Description of Impulse Purchase Orientation factor	lxx

4.2.2 Description Factor Service Quality.....	lxxiii
4.2.3 Description Factor Customer Loyalty.....	lxxiv
4.2.4 Description of Perceived Risk Facto.....	lxxvi
4.2.5 Description of Informativeness Factor	lxxvii
4.2.6 Description of Online Trust Factor.....	lxxix
4.2.7 Description of Customer Experience Facror	lxxx
4.2.8 Description of Purchase Intention factor	lxxxii
4.2.9 Description of Factor Influencing Customer Choice	lxxxiii
4.3 Description Factors Dominate Someone In Buying Product In Online Shop	lxxxiv
4.4 Analysis of Factor Dominate Someone In Buying Product In Online Shop	lxxxvi
4.4.1 Assumption Factor Analysis	lxxxvi
4.4.2 Analysis of Factors	lxxxvi
CHAPTER V CONCLUSION AND SUGGESTION	xciii
5.1 Conclusion	xciii
5.2 Suggestion	xciii
5.2.1 Suggestion for Practition	xciii
5.2.2 Suggestion for Academics	xciv
REFERENCES	ci
ATTACHMENT	cii

LIST OF TABLES

<u>Table 3.1 Operationalization Variable</u>	38
<u>Table 3.2 The number of International ICT Business Active students of Telkom University</u>	46
<u>Table 3.3 Total Sample Proportion</u>	48
<u>Table 3.4 Validity Test Result</u>	50
<u>Table 3.5 Reliability Test Result</u>	51
<u>Table 3.6 Grouping Percentage Category</u>	53
<u>Table 4.1 Risk Profile of Respondents</u>	55
<u>Table 4.2 Distribution of Respondents Answer Againsts Impulse Purchase Orientation</u>	57
<u>Table 4.3 Distribution of Respondents Answer Againsts Service Quality</u>	59
<u>Table 4.4 Distribution of Respondents Answer Againsts Customer Loyalty</u>	60
<u>Table 4.5 Distribution of Respondents Answer Againsts Perceived Risk</u>	62
<u>Table 4.6 Distribution of Respondents Answer Againsts Informativeness</u>	63
<u>Table 4.7 Distribution of Respondents Answer Againsts Online Trust</u>	65
<u>Table 4.8 Distribution of Respondents Answer Againsts Consumer Experience</u>	66
<u>Table 4.9 Distribution of Respondents Answer Againsts Purchase Intention</u>	68
<u>Table 4.10 Distribution of Respondents Answer Againsts Customer Choice</u>	69

<u>Table 4.11 Achievement of Each Variable</u>	70
Table 4.12 KMO and Bartlett's Test	73
<u>Table 4.13 Communalities Table</u>	74
<u>Table 4.14 Total Variance Explained</u>	75
<u>Table 4.15 Rotated Component Matrix</u>	76
<u>Table 4.16 Member of Factor</u>	77
Table 4.17 Component Transformation Matrix	78

LIST OF FIGURES

Figure 1.1 Instagram Application Logo.....	3
Figure 1.2 The Numbers of Internet Users in The World.....	4
Figure 1.3 The Number of Internet Users in Indonesia	5
Figure 2.1 Framework.....	36
Figure 3.1 Research Stage.....	45
Figure 3.2 Continuum ...Line.....	53
Figure 4.1Continuum Line of Impulse Purchase Orientation	58
Figure 4.2 Continuum Line of Service Quality	60
Figure 4.3 Continuum Line of Customer Loyalty	61
Figure 4.4 Continuum Line of Perceived Risk	63
Figure 4.5 Continuum Line of Informativeness.....	64

Figure 4.6 Continuum Line of Online Trust	66
Figure 4.7 Continuum Line of Consumer Experience	67
Figure 4.8 Continuum Line Purchase Intention	69
Figure 4.9 Continuum Line Consumer Choice	70

CHAPTER I

1.1 General overview of research product

1.1.1 Online Fashion

1.1.2 Instagram Profile

1.2 Background

1.3 Problem Statement

1.4 Research Purpose

1.5 Research Benefits

1.5.1 Theoretical Aspect

1.5.2 Practical Aspect

1.6 Writing System

Chapter II

2.1 Literatur Review

2.1.1 Understanding of Marketing

2.1.2 Marketing Mix

2.1.3 Consumer Behavior

2.1.4 Nine Attributes that Affect Online Shopping

2.1.5 Consumer Behavior in Online Purchase

2.1.6 E-Commerce

2.1.6.1 Type of E-Commerce
2.1.7 Social Media

2.2 Previous Research

2.3 Theoretical Framework

2.4 Hypothesis

2.5 Scope of Study

CHAPTER III

3.1 Research Type

3.2 Operational Variable

Table 3.1 Operatinalization Variable

3.3 Research Stage

3.4 Population and Sampling

3.4.1 Population

Table 3.2 The number of International ICT Business active students of Telkom University

3.4.2 Sampling

3.4.3 Sampling Technique

3.5 Data Collection Technique

3.5.1 Type of Data

Table 3.3 Total Sample Proportion

3.5.2 Measurement Scale

3.6 Validity and Reliability Test

3.6.1 Validity Test

3.6.2 Reliability Ttest

Table 3.4 Validity Test Result

3.7 Assumption Test

Table 3.5 Reliability Test Result

3.8 Data Analysis Technique

3.8.1 Statistic Analysis Descriptive

Table 3.6 Grouping Percentage Category

Figure 3.1 Continuum Line

CHAPTER IV RESULT ANALYSIS AND DISCUSSION

4.1 Respondent Profile

4.2 Description of Factors Affecting Someone in Buying Products in Online Shop

4.2.1 Description of Impulse Purchase Orientation factor

4.2.2 Description Factor Service Quality

4.2.3 Description Factor Customer Loyalty

4.2.4 Description of Perceived Risk Facto

4.2.5 Description of Informativeness Factor

4.2.6 Description of Online Trust Factor

4.2.7 Description of Customer Experience Factor

4.2.8 Description of Purchase Intention factor

4.2.9 Description of Factor Influencing Customer Choice

4.3 Description Factors Dominate Someone In Buying Product In Online Shop

4.4 Analysis of Factor Dominate Someone In Buying Product In Online Shop

4.4.1 Assumption Factor Analysis

4.4.2 Analysis of Factors

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion

5.2 Suggestion

5.2.1 Suggestion for Practition

5.2.2 Suggestion for Academics

REFERENCES

ATTACHMENT

<u>trix</u>	76}
<u>Table 4.16 Member of Factor</u>	77
<u>Table 4.17 Component Transformation Matrix</u>	78

LIST OF FIGURES

Figure 1.1 Instagram Application Logo.....	3
Figure 1.2 The Numbers of Internet Users in The World.....	4
Figure 1.3 The Number of Internet Users in Indonesia	5
Figure 2.1 Framework.....	36
Figure 3.1 Research Stage.....	45
Figure 3.2 Continuum ...Line.....	53
Figure 4.1Continuum Line of Impulse Purchase Orientation	58
Figure 4.2 Continuum Line of Service Quality	60
Figure 4.3 Continuum Line of Customer Loyalty	61
Figure 4.4 Continuum Line of Perceived Risk	63
Figure 4.5 Continuum Line of Informativeness.....	64

Figure 4.6 Continuum Line of Online Trust	66
Figure 4.7 Continuum Line of Consumer Experience	67
Figure 4.8 Continuum Line Purchase Intention	69
Figure 4.9 Continuum Line Consumer Choice	70

