

ABSTRACT

The growth of Indonesian Alfamart market share are inconsistent with existing potential with the increase of people's income, the demographic bonus, the growth of the middle class and rapid income compared with the growth of online retail difference is too far. With the innovation of media through the use of LINE@ as a new media with a total number of 5 million followers, Alfamart expected to increase consumer purchase intention so that making market share growth up and the position of Alfamart competition landscape became number one. Related to that, research is needed on the influence of instant messaging account LINE@ on consumer purchase intention with Alfamart as research objects.

The aim of this research was to determine the effect of instant messaging account LINE@ Alfamart on consumer purchase intention with variable use of instant messaging (X), Trust (Y1), Customer Satisfaction (Y2), and Purchase Intention (Z). This research used quantitative method with the aim of testing the hypothesis of conclusive research (casual).

The data used in this research was the primary and secondary data composed of primary data in the form of a questionnaire that was distributed either directly or through internet, namely online questionnaire and secondary data in the form of information that is collected from existing source, namely books or journal publications that support and related to this research. Sampling method used was probability sampling with simple random sampling with the total sample numbered 400 counts of the population with the Slovin formula and Likert scale measurements. Data analysis technique using Path Analysis with the level of significance of 5% on the Gaussian data was tested with the Kolmogorov-Smirnov test.

The results of this research showed that there were significant effects on each hypothesis in which there was significant influence on the use of instant messaging account LINE@ Alfamart on consumer trust, consumer satisfaction and consumer purchase intention both simultaneously and partial and significantly influential also directly or indirectly with the total contribution of joint 67.72% on the consumer purchase intention.

From the results research, PT. Sumber Alfaria Trijaya, Tbk (Alfamart) should increase the level of consumer confidence by keeping promises and commitment to the consumer in order the influence of buying interest is bigger and strengthen contents in instant messaging accounts in order to attract more consumer and make the position of the competition landscape of Alfamart became the first rank above its competitor.

Keywords : Use of Instant Messaging, Trust, Customer Satisfaction, Purchase Intention, Path Analysis