

ABSTRACT

Name : Sinthia Selvester Kadop

Study Program : Bio Entrepreneurship

Title : Consumer Purchase Intention through Social (Fashion Industry in Papua, Indonesia)

Thesis Advisors : Dr. Eddy Yansen, M.I.Kom.

This research examines Consumer Purchase Intention through social Media, fashion industry in rural isolated area in Papua. The model for Consumer Purchase Intention through Social Media would be used by including models from related studies done in Indonesia. PLS-SEM, or partial least squares structural equation modeling, was used to analyze the model (PLS-SEM). 122 respondents in Papua provided usable data, which was then analyzed to determine its overall reliability, discriminant validity, structure model analysis, path coefficients, t-statistics, and importance-performance matrix analysis. The results indicate that Consumer Trust and Consumer Satisfaction are both significant in the context of the Papuan social media fashion sector, and that both of these factors have a favorable impact on Perceived Ease of Use and Perceived Usefulness. The outcome demonstrates that consumer trust and happiness with online purchases are simple to use, but those areas need to be expanded in order to keep the business in a market. Furthermore, companies need to focus on expanding their business online due to consumers finding usefulness and helping with purchasing on social media.

Keywords: Purchase Intention, Social media, Instagram, Fashion Industry in Papua