



**THE INFLUENCE OF PERSONAL SELLING AND E-WOM PERCEPTION OF
“BOPITASARI” INSTAGRAM ACCOUNT TOWARDS
SHOPEE PURCHASE INTENTION**

UNDERGRADUATE THESIS

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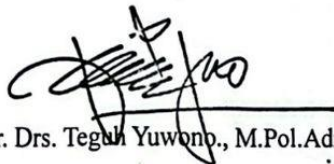
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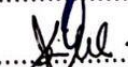
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MOTTO

“LIFE IS HARD, BUT NOTHING GOOD COMES EASY”

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ABSTRAKSI

Judul Skripsi :Pengaruh Persepsi *Personal Selling* dan *E-WOM* Pada Akun Instagram “bopitasari” Terhadap Minat Beli Produk Shopee
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Program Afiliasi Shopee adalah salah satu strategi pemasaran digital Shopee yang melibatkan banyak pihak. Untuk mempertahankan audiens dan bersaing dengan kompetitor lain, afiliasi perlu menciptakan strategi pemasaran yang inovatif yang menarik dan mendorong audiens untuk bertindak. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh Persepsi Personal Selling dan E-WOM terhadap minat beli Shopee di Instagram. Melalui penelitian ini, diharapkan dapat menghasilkan strategi pemasaran yang tepat dan efektif. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan tipe penelitian deskriptif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability purposive sampling. Teori yang digunakan dalam penelitian ini adalah Theory Reasoned dan Action theory. Penelitian ini menggunakan non-probability sampling dengan mengambil 100 responden sebagai sampel, yang kemudian dianalisis dengan regresi linier berganda.

Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan antara persepsi personal selling dan E-WOM terhadap niat beli Shopee, yang ditunjukkan oleh nilai signifikan <0.001 dalam uji regresi linier berganda. Berdasarkan nilai koefisien persepsi personal selling adalah $-0,205$ dengan nilai negatif yang berarti terdapat pengaruh negatif antara variabel X_1 terhadap Y . Sementara itu, nilai koefisien persepsi E-WOM adalah $0,552$ dengan nilai positif yang berarti setiap kali persepsi E-WOM meningkat, niat beli terhadap Shopee akan meningkat sebesar $0,552$ dengan asumsi variabel lain tetap konstan. Kesimpulan dari penelitian ini menyoroti dampak signifikan persepsi personal selling pada minat pembelian melalui media sosial. Penelitian ini juga menggarisbawahi pentingnya E-WOM (Electronic Word of Mouth) dalam membentuk niat beli konsumen. Temuan ini menunjukkan bahwa kedua faktor tersebut berperan penting dalam memengaruhi minat pembelian. Penelitian ini memberikan kontribusi penting dalam memahami dinamika keterlibatan konsumen di media sosial serta menyediakan panduan praktis bagi praktisi industri. Disarankan agar peneliti menyelidiki faktor-faktor tambahan yang mempengaruhi niat beli di Shopee untuk memperluas temuan mereka.

Keywords: Personal Selling, E-WOM, Purchase Intention, Shopee Affiliates, Instagram

ABSTRACT

Title : *The Influence of Personal Selling and E-WOM Perception of “bopitasari” Instagram Account Towards Shopee Purchase Intention*

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The Shopee Affiliate Program is one of Shopee's digital marketing strategies that involves multiple parties. To retain the audience and compete with other competitors, affiliates need to create innovative marketing strategies that attract and drive the audience to act. Therefore, this study aims to analyze the influence of Personal Selling and E-WOM Perception towards Shopee Purchase Intention on Instagram. Through this research, it is expected to produce appropriate and effective marketing strategies. This study was conducted using quantitative methods with a descriptive research type. The sampling technique used in this study is non-probability purposive sampling. The theory used in this study is Theory Reasoned and Action theory. This study uses a non-probability sampling that takes 100 respondents as its sample, which is then analyzed with multiple linear regression.

The result shows that there is significant influence of personal selling and E-WOM perception on Shopee purchase intention, which is shown by the significant value of <0.001 in multiple linear regression test. Based on the coefficient value of personal selling perception is $-0,205$ with negative value means that there is negative influence between the variable X1 on Y. Meanwhile, the coefficient value of E-WOM Perception is $0,552$ with a positive value means that every time E-WOM perception increases, purchase intention towards Shopee will increase $0,552$ by assuming other variable are constant. The conclusion of this study highlights the significant impact of personal selling perception on purchase interest through social media. It also underscores the importance of E-WOM (Electronic Word of Mouth) in shaping consumer purchase intentions. The findings suggest that both factors play a crucial role in influencing purchase intention. This study makes a significant contribution to understanding the dynamics of consumer perceptions on social media and provides practical guidance for industry practitioners. It is recommended that researchers investigate additional factors that affect Shopee buying intention to broaden their findings.

Keywords: Personal Selling, E-WOM, Purchase Intention, Shopee Affiliates, Instagram

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PREFACE

PREFACE

praise the presence of Allah SWT for the abundance of His mercy and grace by allowing the author to complete his final assignment or thesis with the title "The Influence of Personal Selling and E-WOM Perceptions of "Bopitasari" Instagram Account Towards Shopee Purchase Intention". The purpose of writing a thesis is to fulfill the requirements for graduation from undergraduate studies - Communication Sciences, Faculty of Social and Political Sciences, Diponegoro University.

This thesis consists of five chapters, starting with the first chapter which consists of background, problem formulation, and research methods. Followed by chapter two which is overview about the affiliate marketing trend in Indonesia, then chapter three which presents the results of respondents's answer in the form of diagrams, and chapter four which is the result of hypothesis testing and discussion, Finally, it closes with chapter five which contains the author's conclusions and suggestions. The author hopes that the results of this research can be used as well as possible in the academic field and by anyone who reads and studies it. On the other hand, the writer also realizes that there are still many shortcomings in this research, so the writer appreciates suggestions and constructive criticism for the writer's progress in the future.

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Karina Octavia Meiza Putri