

INTISARI

Tujuan penelitian ini adalah untuk mendapatkan bukti empiris mengenai pengaruh komentar konsumen dan *endorsement* artis terhadap niatan untuk membeli pada jejaring sosial Instagram dengan *trust* (kepercayaan) sebagai pemediasi.

Penelitian ini dilakukan di Ambon pada Laboratorium Komputer Fakultas Ekonomi Universitas Pattimura dan UKIM. Sampel penelitian ini adalah mahasiswa pengguna Instagram aktif yang pernah melihat *endorsement* artis di Instagram dan minimal pernah melakukan pembelian pada *online shop* maksimal 3 (tiga) kali dalam 3 (tiga) bulan terakhir. Penelitian ini menggunakan eksperimen laboratorium 2 x 2 faktorial. Jumlah partisipan yang bersedia mengikuti eksperimen ini adalah 88 orang namun hanya 82 orang saja yang datanya dapat diolah lebih lanjut. Pengujian hipotesis menggunakan ANOVA pada program SPSS.

Hasil pengujian empiris menunjukkan bahwa komentar konsumen baik yang positif maupun negatif tidak berpengaruh terhadap *trust* (kepercayaan) pada *s-commerce* Instagram, (H1) namun ternyata *endorsement* artis memiliki pengaruh yang lebih positif terhadap kepercayaan dibandingkan dengan *endorsement* selebgram pada *s-commerce* Instagram, (H2). Sementara hasil penelitian untuk hipotesis 3 menunjukkan bukti empiris bahwa kepercayaan (*trust*) berpengaruh terhadap niatan untuk membeli melalui *s-commerce*.

Kata-kata kunci: Komentar konsumen, *Endorsement* artis, *Trust*, dan *Social Commerce* (*s-commerce*)

ABSTRACT

The purpose of this research is to test the influence of social support, where in this case is customers' comments and celebrity endorsement towards the purchase intentions through s-commerce which is mediated by trust.

This research was conducted in Ambon in the Computer Laboratory of the Faculty of Economics, University of Pattimura and UKIM. Samples are college students were active user of Instagram and minimal has seen celebrity endorsement on Instagram and never make a purchase at an online shop maximum of a three (3) times in three (3) months. Research method used in this research was an experimental approach. Experimental design used was a 2x2 factorial. There were 88 participants who finished the presented experiment in the form of questionnaire and pictures through computers and were finished online but only 82 data that can be processed further for 6 data from participants were not normal. Testing the hypothesis in this study was conducted using Analysis of Variance (ANOVA), which is one-way ANOVA. The test were conducted using SPSS.

Based on the empirical test results, it can be proven that both positive and negative comments do not effect on Instagram s-commerce (H1). This research also found that celebrity endorsement has a better positive impact towards trust compared to "celeb-gram" endorsement on Instagram s-commerce (H2). The test results for hypothesis 3 showed en empirical prove that trust affects the intentions to purchase through s-commerce.

Key words: Customers' comments, Celebrity endorsement, Trust, and Social commerce (s-commerce).