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TITLE :

INFLUENCE OF SOCIAL INFLUENCE, MOTIVATION, AND TRUST ON ONLINE PURCHASE INTENTION ON INSTAGRAM

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Dissertation Grading Rubric
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Measurable Attributes	1	2	3	4	Weight	Marks
1. Explication of how the study relates to a phenomenon or area of interest within the discipline	Provides a vague (or no) description of the relationship	Provides some explication of the relationship	Provides a clear explication of the relationship	Explicates the relationship in an insightful manner	1	
2. Specification and limitation of the research problem and questions	Provides very vague description of the research problem and questions	Provides limited specification of the research problem and questions	Provides clear specification and limitation of the research problem and questions	Provides an engaging specification and limitation of the research problem and questions	1	
3. Review of literature	Reports on earlier literature without connecting it to the research problem and question, and/or fails to identify relevant literature	Reports on earlier literature without connecting it clearly to the research problem and question	Reviews earlier literature relevant to the research problem and questions	Demonstrates critical thinking creativity and insight in reviewing earlier literature relevant to theresearch problem and questions	4	
4. Develops asystematic and logical approach to the inquiry	Provides a vague explanation of the approach to the inquiry; Fails to logically describe planned approach	Describes logically and clearly the research approach	Describes logically and clearly the research approach with a clear justification of the chosen approach above other approaches	In addition to the description for "Good": Explains how the chosen approach fits into existing paradigms of research methodologies and their limits	2	
5. Develops conceptual Synthesis/framework	Fails to develop a conceptual structure	Identifies some appropriate concepts and explains what they mean	Clearly identifies appropriate concepts and explains what they mean in the context of the study; Demonstrates a conceptual structure	Develops and applies a clear and consistent conceptual structure through synthesis of other/new concepts or lenses	4	
6. Collects and uses empirical material/data (if applicable)	Fails to clarify what material/data is used or how it is used; or uses inappropriate material/data; or exhibits inappropriate use of material/data	Identifies appropriate material/data and explains how it is used	Clearly identifies appropriate material/data and explains how it is used; Uses material/data is a way that is consistent with the logic of the inquiry and its purpose	In addition to the description for "Good": Identifies problematic issues and limits to the use of the material/data	3	
7. Interprets and discusses results; draws conclusions	Provides unclear interpretations and conclusions, and/or provides conclusions that do not	Makes some interpretations and draws conclusions; Provides little discussion	Provides clear interpretations that emerge from analysis and draws	In addition to the description for "Good": Identifies and discusses problematic issues and limits; Where relevant,	4	
8. Academic style, language use and readability	Uses nonacademic style; inaccurate language use interferes with reading and comprehension; citation format not observed	Uses language sufficiently accurately and appropriately for comprehension but use of illustrations and examples infrequent and/or not fully competent; citation format not always observed	Uses appropriate academic language well; minor errors may exist but do not interfere with fluent reading and comprehension; illustrations and examples contribute to the clarity of the arguments; citation format almost always observed	Produces a thesis that meets academicwriting standards; readily conveys meaning; illustrations and examples enhance the clarity of the arguments; citation format consistently observed	3	
9. Consistency and coherence of the thesis	Text is fragmented and unbalanced; internal links among theory, methods and results are not explicit; problems with headings and paragraph and section structure	Text is not fully balanced; some key internal links are missing; does not fully form a coherent whole; some problems with headings and paragraph and section structure	Forms a balanced and coherent whole; some internal linkages are implicit rather than explicit; headings and paragraph and section structure typically support the overall coherence	Forms a coherent whole with consistent and explicit internal linkages; has a logical flow of argumentation with neat headings and clearly structured paragraphs and sections	3	
TOTAL						

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ABSTRACT

Social media has become an activity that is used by many people for business, entertainment, or just to interact with other people. Instagram is one of the social media platforms used to carry out these activities. Trust in online purchase intentions refers to consumers' willingness to rely on third parties and expose themselves to their actions during the online shopping process (online shopping), with the expectation that third parties will comply with ethical standards and be able to deliver the goods and services they have promised. This conceptual study aims to determine the relationship between social influence, social motivation, and online trust on online purchase intentions on Instagram. This study uses the UTAUT theory as a theoretical basis. Data was collected from a sample of 402 customers who use Instagram to shop from Bekasi, Indonesia, and use the Google form. The collected data has been analysed using SPSS. Descriptive, inferential, and reliability analyses were the three types that were available. According to earlier researchers, all of the variables' reliability analysis results exceeded 0.06. In the Bekasi region, the decision to continue using the Instagram app for online purchase intention was statistically correlated with all independent variables.

Keywords: Social Influence, Social Motivation, Online Trust, Online Purchase Intention

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CHAPTER 1

1.1 Introduction

Technology and pandemonium growth brought on by the COVID-19 illness, which has caused a more advanced state of digitalization than the general population, businesses, and the consolidation of electronic trade. Smartphones have become essential components of contemporary life, and social networking sites have made new business opportunities available to organisations that want to engage in cutting-edge customer and vendor interactions.

Digitalization has already altered consumer behaviour, influenced how people think, and created new forms of prejudice. It has also altered how people buy things, encouraging businesses to look within themselves for ways to reach this new generation of consumers. The primary use of social media has evolved into a mobile activity.

According to eMarketer's report from 2020, more than 70% of people using Internet phones worldwide use their own personal networks to access social media, and more than 80% of people using social networking sites worldwide use personal mobile networks to access social media at least once per week. There are 8.28 million mobile connections; 4.95 million of these are for internet use, and 4.62 million are for active social media users. Data indicates that internet and social media usage by the general public will increase in 2022. (Kemp, 2022). Motivation is an important psychological, marketing, and consumer psychology principle (Kumar dan Kashyap, 2018). The current study's goal is to identify the driving forces behind consumer trust in social

media instagram and online shopping. Additionally, this study aims to investigate the role that trust plays in mediating the relationship between customers' motivations and their intentions to make online purchases.

1.2 Problem Statement

In the literature, scholars have reported that consumers are feel anxious and hesitant to choose online shopping because of two (2) main reasons; toomany scammers, personal data privacy issues, and the delivery times that are not estimated properly. This makes consumers doubtful to buy goods online. Lack of studies have investigated the influence social influence, motivation, trust on online purchase intention on Instagram. Therefore, this study is important to be conducted in the future.

1.3 Research Objectives

1. To determine the relationship between social influence and online purchase intention

2. To determine the relationship between social motivation and online purchase intention

3. To determine the relationship between trust and online purchase intention.

1.4 Research Questions

1.1 Is the any influence between social influence and online purchase intention?

2.1 Is the any influence between social motivation and online purchase intention?

3.1 Is the any influence between trust and online purchase intention?

1.5 Key Terms Definition

Social Influence is the process through which people modify their opinions, their beliefs, or their conduct as a result of social encounters with other people is known as social influence.

Social Motivation is the concept of social motivation holds that people generally have an incentive to interact with one another.

Trust is a confident anticipation that one's vulnerabilities won't be exploited in a situation when there is a danger of attack online.

Online Purchase Intention, the degree to which a customer is prepared to make an online purchase is known as online purchase intention.

1.6 Siginificant Of Study

Since the Covid-19, using social media has surpassed other daily activities as one of the most popular. As technology advances, social media use will change over time to better suit the requirements and preferences of each individual. Instagram can be used for both leisure and commerce. When Instagram first debuted in 2010, it was designed to be a photo and video sharing application. The reason readers should read this research is because, readers will know more about how the impact is due to the influence of buying motivation and customer trust on online platforms. The platform is Instagram, Instagram is one of the social media that can be used to communicate easily and the appearance of Instagram is also very attractive so that Instagram is in great demand by many people. Researchers study this problem because there are several social media platforms with different benefits and drawbacks, and since social media

use is always growing. This phenomena was inspired by social media, specifically Instagram, and in this essay, it will be discussed how Instagram is used to support one's online shopping intentions.

1.7 Conceptual Framework

CHAPTER 5

5.1 Introduction

This chapter provides a summary of the researcher's investigation. Here is a succinct description of the findings. Research objectives, a framework, and research methods are only a few of the problems that are briefly explored in this section. This chapter also reviews the study's key conclusions. The results of the empirical tests that were conducted based on the data analysis are reported in this section.

5.2 Summarization and Interpretation

Research Objective	Research Questions	Research Hypothesis	Discussion
1. To determine the relationship between social influence and online purchase intention	1. Is the any influence between social influence and online purchase intention?	. There is a relationship between influencing Social Influence and Online Purchase Intention	Moderate correlation
2. To determine the relationship between social motivation and online purchase intention	2. Is the any influence between social motivation and online purchase intention?	There is a relationship between influencing Social Motivation and Online Purchase Intention.	Moderate correlation
			Moderate

3. To determine the relationship between trust and online purchase intention	3. Is the any influence between trust and online purchase intention?	There is a relationship between influencing Online Trust and Online Purchase Intention	correlation

5.3 Implication of Study

According to the study's findings, social motivation, social influence, and online trust all affect consumers' intentions to make online purchases. This incident demonstrates how these three factors might have an impact on consumers' online buying intentions. This research is going to have implications for business persons that use Instagram, beginning with helping them construct a positive brand to increasing the quality of goods and products. Businesses may enhance their services as well as their goods and products to make clients feel secure and at ease while making purchases.

Product introduction using Instagram is undoubtedly quite helpful, particularly when presenting a product to the general public for the first time. In this manner, many individuals are aware of the information about the goods or services that commercial actors are offering.

5.4 Limitation and Recommendation

Based on the direct observations of researchers conducting research. There are a number of limitations, and future researchers may need to pay attention to them in order

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to further improve research because the current study undoubtedly has problems that need to be fixed in future studies. This study has some drawbacks, such as:

1. The population of this study is still restricted to one community in Bekasi and is not yet representative of all communities in the surrounding area.

2. The survey was conducted online, and online activities have a number of limitations.

3. The large number of respondents required is quite a lot, but the time available is lacking, so the researcher feels it is quite difficult.

4. Based on the researchers' findings, the questionnaire responses are still inconsistent. Because the survey respondents were careless when filling it out, the answers were inconsistent.

It is advised that more research be conducted to include references from researchers who can support the study issue in order to obtain a suitable research model with strong theoretical backing.

5.5 Conclusion

In order to give customers an overview of their online purchase intention for Instagram, this study is anticipated to provide a thorough image of social influence, social incentive, and online trust. The findings of this study demonstrate scientifically how social influence may benefit buyers or sellers. The findings indicate that the dependent variable (online purchase intention) is significantly

influenced by the three independent factors (social influence, social motivation, and online trust). The bulk of research participants were young, female customers between the ages of 21 and 25. The findings show that three variables social influence, social motivation and online trust have a significant impact on online purchase intention to continue using the Instagram application to do business. The outcome is less than 0.05, with social influence at 0.000, perceived usefulness at 0.000, and facilitating conditions at 0.000.

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