

## ABSTRAK

### ANALISIS ASOSIATIF DAYA TARIK *ONLINE SHOP* DI INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN

Ekperimen Pada Siswa-Siswi Kelas XI SMA N 1 Pundong, Bantul

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Tujuan dari penelitian ini adalah untuk mengetahui perbedaan keputusan pembelian di Instagram dengan keputusan pembelian yang dilakukan oleh calon pembeli. Daya tarik *Online Shop* diukur menggunakan jumlah *Followers*, *Testimonial* dan promosi. Penelitian ini merupakan penelitian eksperimen. Teknik pengumpulan data yang digunakan pada penelitian ini adalah kuesioner yang terdiri atas 8 skenario kasus. Penelitian ini menggunakan sampling jenuh. Responden pada penelitian ini sebanyak 149 siswa-siswi kelas XI SMAN 1 Pundong, Bantul. Data tersebut kemudian dianalisis menggunakan analisis Chi Square. Hasil penelitian menunjukkan bahwa ada kecenderungan perbedaan keputusan pembelian antara skenario satu dengan skenario lainnya dan terdapat hubungan antara daya tarik *Online Shop* di Instagram dengan keputusan pembelian.

Kata kunci: daya tarik, keputusan pembelian

ABSTRACT

**AN ASSOCIATIVE ANALYSIS OF *ONLINE SHOP* ATTRACTIVENESS AND  
PURCHASING DECISION ON INSTAGRAM**

An Experimental on State Senior High School 1 Pundong, Bantul

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The objectives of the research are to find out the different purchasing decision based on *Online Shop* attractiveness on Instagram and the correlation between the attractiveness of *Online Shop* on instagram with the purchasing decision made by the consumer. The *Online Shop* attractiveness is measured from number of *Followers*, *Testimonials* and promotions. The reaserch was an experimental study. The data collection technique used in this research was questionnaire which consisted of 8 case scenarios. The research employed saturated sampling technique. The data were analyzed using Chi Square analysis. The respondents were 149 students of grade XI 1 Pundong Senior High School. The result of the research indicates that there is a correlation between the attractiveness of *Online Shop* on Instagram with the purchase decision.

Keyword: attractiveness, purchase decision

