

**CORRELATION BETWEEN SELLER ASSERTIVENESS ONLINE SHOP
IN THE FORM OF SOCIAL MEDIA FACEBOOK WITH CONSUMER
BUYING INTENTIONS**

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ABSTRACT

These research aimed to investigated the correlation between seller assertiveness online shop in the formed of social media Facebook with consumer buying intentions. The hypothesis was that there was positive relationship between seller assertiveness online shop in the formed of social media Facebook with consumer buying intentions. Subjects involved in these research were 100 female from the age of 19 up to 25 who's lived in Yogyakarta. There were two measured used as the instruments of the research, i.e. the scale of seller assertiveness online shop in the formed of social media Facebook and consumer buying intentions. The seller assertiveness online shop in the formed of social media Facebook scale showed that the alpha reliability coefficient was 0.937 and the coefficient of consumer buying intentions scale was 0.843. This research showed that the value of r was 0.639 and p was 0.000 ($p < 0.05$). It proved that seller assertiveness online shop in the formed of social media Facebook with consumer buying intentions had significantly positive correlation.

Key words: seller assertiveness *online shop* in the formed of social media Facebook, consumer buying intentions

HUBUNGAN ANTARA ASERTIVITAS PENJUAL *ONLINE SHOP* PADA MEDIA SOSIAL FACEBOOK DENGAN NIAT MEMBELI KONSUMEN

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara asertivitas penjual *online shop* pada media sosial Facebook dengan niat membeli konsumen. Hipotesis dari penelitian ini yaitu adanya hubungan positif antara asertivitas penjual *online shop* pada media sosial Facebook dengan niat membeli konsumen. Subyek dalam penelitian ini berjumlah 100 orang wanita dengan rentang usia 19 hingga 25 tahun yang bertempat tinggal di Yogyakarta. Penelitian ini menggunakan dua alat ukur, yaitu skala asertivitas penjual *online shop* dalam bentuk media sosial Facebook dan skala niat membeli konsumen. Skala asertivitas penjual *online shop* dalam bentuk media sosial Facebook memiliki koefisien reliabilitas alpha sebesar 0.937 sedangkan skala niat membeli konsumen memiliki koefisien reliabilitas sebesar 0.843. Hasil penelitian ini menghasilkan r sebesar 0.639 dan nilai p sebesar 0.000 ($p < 0.05$). Hasil perhitungan tersebut menunjukkan bahwa adanya korelasi yang positif antara asertivitas penjual *online shop* pada media sosial Facebook dengan niat membeli konsumen.

Kata kunci: Asertivitas penjual *online shop* melalui media sosial Facebook, niat membeli konsumen.