

Determinan Keputusan Pembelian Online Pada Konsumen Millennial di Yogyakarta

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ABSTRACT

This study aims to determine the effect of social media marketing, social influence and brand awareness on online purchasing decisions for millennial consumers in Yogyakarta. Starting from millennials, Indonesia does not yet have a permanent residence as much as 64.9%, because they spend 51.1% of their income on trend needs. The desire for a luxurious lifestyle has shaped massive online shopping behavior, due to the rise of advertisements from influencers on social media that are very persuasive, interesting and entertaining (social media marketing), the emergence of prestige (a sense of prestige) when interacting socially (social influence) and the desire to have ownership. branded products (brand awareness). Based on the SEM-PLS analysis method, by taking questionnaires from 330 consumers in Yogyakarta, it was found that product testimonials through the social media timeline, recommendations and references from group friends, detailed product information and ease of accessing the marketplace (user friendly) have a major influence on millennial consumers in make the decision to make an online purchase. In the future, companies need to carry out various strategies to focus on consumer reviews and product user peer-groups to create more effective strategies in attracting consumer buying interest. Further research is expected to expand the reach of respondents other than the Yogyakarta area because each region has different characteristics of millennial consumers.

Kata Kunci: social media marketing, social influence, brand awarenss, online purchase decision, marketplace