

**THE IMPACT OF SOCIAL MEDIA MARKETING FEATURES ON  
CONSUMER PURCHASE DECISIONS OF FASHION PRODUCTS**

**DAMPAK FITUR PEMASARAN SOSIAL MEDIA TERHADAP KEPUTUSAN  
PEMBELIAN KONSUMEN PRODUK FASHION**



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**TITLE PAGE**

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## STATEMENT PAGE

The result of this study,

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The author of this study declared this thesis with the title: “THE IMPACT OF SOCIAL MEDIA MARKETING FEATURES ON CONSUMER PURCHASE DECISIONS OF FASHION PRODUCTS” has no work has been submitted to achieve a bachelor's degree in other institutions. Regarding the author's knowledge, no words are written or published by others unless the written document has been referred to in this text and mentioned in the Bibliography. The author is willing to cancel this thesis, whether research or works written and published by anyone else.

Yogyakarta, 20 June 2024



Elina Laili Indah Puri

## **MOTTO**

“Kerjakanlah urusan duniamu seakan-akan kamu hidup selamanya, dan kerjakanlah urusan akhiratmu seakan-akan kamu akan mati besok.”

-(HR. Ibnu Asakir)-

## **DEDICATION PAGE**

Bismillahirrahmanirahim, all praise is due to Allah SWT, who has given all His gifts and blessings. Finally, the author can complete this thesis titled "The Impact of Social Media Marketing Features on Consumers Purchase Decisions of Fashion Products." I dedicate this paper to those who are influential in my life journey, namely:

1. For Mama and Daddy: As a token of my unwavering dedication, profound respect, and boundless gratitude, I dedicate this small work to Mama and Daddy, who have consistently showered me with affection, unwavering support, and an endless supply of love. Their encouragement and guidance have driven my motivation, guiding me to strive for excellence. They have been my constant source of comfort, offering a warm embrace and words of wisdom whenever I needed them. Their prayers for me have been a constant reminder of their love and concern, and their advice has been invaluable in helping me navigate life's challenges. I hope that they are blessed with good health and longevity so that they can continue to be with me and my handsome brother Willy Elsando as we take steps towards achieving our goals and realizing our dreams.
  
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students and her work is truly inspiring, and I am honored to have had the opportunity to learn from her.

## PREFACE

Alhamdulillah, all praise to Allah the Almighty and the Most Merciful that because of His blessings, the author could finally finish this undergraduate thesis to attain a bachelor's degree in economics with the title "The Impact of Social Media Marketing Features on Consumers Purchase Decisions of Fashion Products." This undergraduate thesis is structured to fulfill one of the requirements for obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta.

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The author also acknowledges the limitations and shortcomings of their thesis, recognizing that there is always room for improvement. For this reason, the author expects any criticism or suggestions, whether in the form of feedback or constructive criticism. The author hopes that this research can be helpful for others, and they are open to any insights that can enhance its value and impact.

Yogyakarta, 20 June 2024



Elina Laili Indah Puri



## TABLE OF CONTENTS

STATEMENT PAGE .....	iii
MOTTO .....	v
DEDICATION PAGE .....	vi
ABSTRACT .....	viii
INTISARI .....	ix
PREFACE.....	x
CHAPTER I.....	1
INTRODUCTION .....	1
A. Research Background.....	1
B. Research Question .....	7
C. Research Objective .....	7
D. Research Benefit.....	8
CHAPTER II .....	10
LITERATUR REVIEW .....	10
A. Theoretical Framework.....	10
B. Conceptual Definition.....	11
1) Social Media Marketing Features.....	11
2) Brand Trust .....	13
3) Brand Resonance .....	14
4) Self-Congruence .....	15
5) Purchase decision .....	15

C. Previous Study.....	16
D. Hypothesis Development.....	20
E. Research Model .....	31
CHAPTER III.....	33
RESEARCH METHODOLOGY .....	33
A. Research Approach.....	33
B. Research Object and Subject .....	34
C. Types of Data.....	34
D. Population and Sample .....	34
E. Data Collection Technique .....	35
F. Operationalization Definition and Variable Indicators .....	36
G. Instrument Testing .....	41
a. Validity Test .....	41
b. Reliability Test .....	42
H. Data Analysis and Hypothesis Testing.....	42
CHAPTER IV.....	46
Result and Discussion.....	46
A. General Description of Object/Subject of Research.....	46
B. Instrument and Data Quality Test.....	50
C. Result (Hypothesis Testing) .....	61
D. Discussion (Interpretation) .....	66
CHAPTER V .....	79

CONCLUSION, RESEARCH LIMITATION, AND RECOMMENDATION.....	79
A. Conclusion.....	79
B. Research Limitations and Recommendations.....	81
REFERENCES .....	82
APPENDICES .....	90

## LIST OF FIGURES

Figure 1. 1 Jiniso Instagram Account Page .....	6
Figure 2. 1 Research model, replication, and modification from Hanaysha (2020); H wang & Yan (2020) .....	32
Figure 4. 1 Jiniso's Logo.....	47
Figure 4. 2 Structural model .....	56
Figure 4. 3 Predictive Relevance .....	58
Figure 4. 4 Hypothesis Testing.....	62

## LIST OF TABLES

Table 2. 1 Previous Study.....	16
Table 2. 2 Relationship Between Social Media and Brand Trust.....	20
Table 2. 3 Relationship Among Variables Social Media and Brand Resonance .....	22
Table 2. 4 Relationship Between Social Media and Self-Congruence.....	23
Table 2. 5 Relationship Between Brand Trust and Purchase Decision .....	24
Table 2. 6 Relationship Between Brand Resonance and Purchase Decision .....	25
Table 2. 7 Relationship Between Self-Congruence and Purchase Decision .....	26
Table 2. 8 Brand Trust Mediates the Influence of Social Media Marketing Features on Purchase Decision.....	28
Table 2. 9 Brand Resonance Mediates the Influence Brand Trust on Purchase Decision .....	29
Table 2. 10 Relationship Self Congruence Mediates Influence Social Media and Purchase Decisions .....	31
Table 3. 1 Operational Definition of Variables and Indicators .....	39
Table 3. 2 Table of weights for Likert scale answer criteria .....	41
Table 4. 1 Characteristics Respondents .....	49
Table 4. 2 Convergent Validity .....	51
Table 4. 3 Fornell-Larcker Criterion .....	53
Table 4. 4 Cross Loading.....	53
Table 4. 5 Reliability Test .....	55
Table 4. 6 R Square Test .....	56
Table 4. 7 Predictive Relevance .....	58
Table 4. 8 Predictive Relevance .....	59
Table 4. 9 Predictive Relevance .....	61
Table 4. 10 Hypothesis Testing .....	62