ABSTRACT

Over time, social media is being increasingly used as a platform to conduct marketing and advertising activities. Organizations have spent a lot of time, money, and resources on social media ads. However, there is always a challenge in how organizations can design social media advertising to successfully attract customers and motivate them to purchase their brands. Shopee is an E-Commerce company engaged in buying and selling goods online. Shopee also carries out advertising activities on social media, one of which is social media whose users are relatively new and have good opportunities in Indonesia, namely Podcasts. This study aims to examine the main factors associated with social media advertising that can predict purchase intention at Shopee. The conceptual model was proposed based on three factors from the extending Unified Theory of Acceptance and Use of Technology (UTAUT2) (performance expectancy, hedonic motivation, and habit) along with interactivity, informativeness, and perceived relevance. This study uses quantitative research using the Structural Equation Model (SEM) by using SmartPLS 3.0 as its application media. Data collection is done by using a questionnaire spread distributed to 400 respondents and the measuring scale used in this study is a Likert Scale on a scale of 1-5.