ABSTRACT

The growth of internet users in Indonesia is currently getting bigger, namely 64% of the total population of Indonesia, or around 175.4 million people. one of the activities carried out by the community is to make buying and selling transactions. One of the buying and selling platforms that is developing in Indonesia is an online shop on social media. The existence of a positive trend in the value of buying and selling transactions on the commerce platform has implications for increasingly fierce competition between business actors who use social media as a means of marketing their products. one of the strategies that can be used is to create and increase customer satisfaction. Based on the data presented, as well as previous research, the perception of consumer value is a predictor factor that affects customer satisfaction. This study aims to determine the effect of perceived value and consumer satisfaction on consumer purchase interest who shop using Instagram. The samples / respondents in this study were 400 respondents. This study uses a conclusive analysis, with the PLS-SEM (Partial Least Square - Structural Equation Modeling) analysis technique.

The results showed that utilitarian value and hedonic value have an effect on consumer satisfaction shopping through Instagram, while social value and perceived risk have no effect on consumer satisfaction shopping via Instagram. The results of the structural analysis indicate that the research model can explain the research variables well and has good predictive relevance.

Keywords : Perceived Value, Utilitarian Value, Hedonic Value, Social Value, Perceived Risk, Satisfaction, Marketing Management, Online Shop, Instagram.