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**ANALYSIS ON THE IMPACT OF SOCIAL MEDIA TO THE PURCHASE
BEHAVIOR OF ITS USERS IN JAKARTA**

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Abstract

As technology's development nowadays keeps increasing by the time, it offers people an interactive, efficient, and effective way in doing their daily activity. Social media is a part of technology and one of the current technologies that is entertain people with its features and way of connecting people. Through social media, people can connect to others; whether it's their friends, family, partners, or else. They can also shares information, give opinions, shows their creation or work and many more.

One in which particularly related to this research is how people make use of social media in doing their businesses. As the increasing numbers of people who using Internet and social media nowadays, it creates opportunities for business people to doing their marketing strategies through Internet and social media. Considering that, the objective of this research is to measure the impact of social media to the purchasing behavior of people in Jakarta, focusing on Teenagers and Adults. As Jakarta is the capital of Indonesia, a city with largest numbers of population, transactions, and the most developed city in Indonesia.

This research is using simple linear regression as it research method in measuring the impact of social media to the purchase behavior of people in Jakarta. The data gathering are done through questionnaire in direct way and by online. Collections of data that has been gathered will be used in measuring the significance of the impact.

Survey has been done, gathering 140 total respondents in achieving minimum numbers of 75 in each of the media. The results from this research are Facebook, Twitter and Kaskus has significance impact to the targeted consumer purchase behavior. Media that has most correlation with consumer purchase behavior is Twitter, followed by Kaskus and Facebook. But in term of transaction, Kaskus has the highest numbers in average.

Keywords

Social Media, Facebook, Twitter, Kaskus, Purchase Behavior, Simple linear regression