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I, Nugroho Budihartono,

Hereby state that the thesis entitled:

**THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION IN THE  
CUSTOMER SOCIALIZATION PROCESS IN INDONESIA**

Is truly my original works and is never brought up as a scientific paper, partly or entirely,  
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**THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION IN THE  
CUSTOMER SOCIALIZATION PROCESS IN INDONESIA**

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Abstract

**Objective.** Comparing the findings of the effect of interpersonal communication towards the purchasing behavior (whether or not the recommendation from family and friends have big contribution in purchase decision).

**Method.** Factor Analysis, Regression Analysis, Frequency, Correlation Matrix

**Results.** Peer is the most influential socialization agent compared to parents and siblings for both internet and mall shopping. Internet shopping is currently less popular than in-mall shopping. The prospect for internet shopping according to the research also shows than it is less promising than in-mall shopping. In general interpersonal communication in the customer socialization process affects the customer buying behavior.

**Conclusion.** Business is advised to target more on the peer as they are the playing the most influential socialization agents. In the future the business should still need to open up an actual store as well as online store as the popularity for internet shopping is lower but not too significant.

**Keywords.** Word of mouth, socialization agents, customer behavior, internet shopping, in-mall shopping, University student, Jakarta

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