

ABSTRAK

Internet memberikan kemudahan bagi para calon pelanggan untuk melakukan pencarian informasi produk. Sebelum melakukan pembelian online, pelanggan mencari informasi untuk meyakinkan dirinya mengenai produk yang akan dibeli. Pelanggan akan mencari informasi dari berbagai sumber, salah satunya melalui *social commerce* Instagram. Penelitian ini bertujuan untuk menguji pengaruh *perceived benefit* dan *perceived risk* terhadap *satisfaction* dan *purchase intention* pada pencarian informasi sebuah produk melalui Instagram. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik analisis Structural Equation Model (SEM). Hasil dari penelitian ini menunjukkan bahwa *perceived benefit* dan *perceived risk* berpengaruh terhadap *satisfaction*. *Perceived risk* berpengaruh terhadap *purchase intention*. Namun, *perceived benefit* tidak berpengaruh terhadap *purchase intention*. Kemudian *satisfaction* berpengaruh terhadap *purchase intention*.

Kata kunci : *perceived benefit, utilitarian value, hedonic value, social value, perceived risk, satisfaction, purchase intention*

ABSTRACT

The internet makes it easy for prospective customers to search for product information. Before making an online purchase, customers look for information to convince themselves about the product to be purchased. Customers will find information from various sources, one of them through social commerce Instagram. This study aims to examine the effect of perceived benefits and perceived risk on satisfaction and purchase intention on the search for information on a product through Instagram. This research uses a quantitative approach using Structural Equation Model (SEM) analysis techniques. The results of this study indicate that perceived benefit and perceived risk influence satisfaction. Perceived risk influences purchase intention. However, perceived benefits do not affect purchase intention. Then satisfaction affects the purchase intention.

Keywords : *perceived benefit, utilitarian value, hedonic value, social value, perceived risk, satisfaction, purchase intention*