

**THE MARKETING MIX, CUSTOMERS' ATTITUDE, AND
PURCHASING INTENTION IN SOCIAL COMMERCE WITH
INTERNET ACCESS AS A MODERATING VARIABLE**

THESIS

**Submitted to fulfil part of the requirements
in obtaining a Master of Management degree
at
the Management Department of the Master of Management Study Program**



by

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THE MARKETING MIX, CUSTOMERS' ATTITUDE, AND PURCHASING INTENTION IN SOCIAL COMMERCE WITH INTERNET ACCESS AS A MODERATING VARIABLE

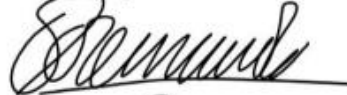
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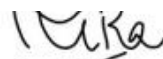
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PREFACE

By giving thanks to the presence of God Almighty, who has bestowed His grace and guidance, so that the author can finish writing this thesis with the title "The Influence of Internal CSR and External CSR on Employee Satisfaction and Performance During the Covid-19 Pandemic".

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The writer realizes that the preparation of this thesis is still far from perfect. Therefore, constructive criticism and suggestions are highly expected for improvement and can be used as a reference for further research writing. Finally, the writer hopes that this thesis can be useful for many parties.

Surabaya, June 6th, 2022



Randrianantenaina Aimé

ABSTRACT

Based on cognitive-affective-conative theory, the aim of this study is to create an integrated model that investigates the effects of six marketing-mix components (cognitive) on purchase intention (conative) in social commerce (SC) via customers' attitude toward SC (affective). In order to facilitate the collecting data procedure, an online survey was used. Structural equation model with partial least squares was employed to analyze valid data from 200 members of the SC store (Coulisses) who have never made a purchase in SC. The results from PLS analysis show that only two components of SC marketing mix (SCMM) have significant effects on customers' attitude toward social commerce (Att.), which is social influence (SI) and SC need (SCN). Moreover, customers' attitude toward SC significantly influences purchase intention (PI). Another finding from this research was that internet access (IA) cannot moderate the relationship between Att. and PI. Practical implications are made for both new and old online sellers who want to expand their channels. Sellers need to focus on the role of influencers in their trading business. Moreover, sellers should accommodate more product varieties at competitive prices and quality that can compete with products in offline shops.

Keywords: Social commerce, marketing mix, customers attitude, purchase intention

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