ABSTRAK

Penelitian ini menguji pengaruh yang ditimbulkan dari perbedaan informasi harga jual terhadap *intention to like, comment* dan *share* pada periklanan Instagram menggunakan uji T, yang kemudian dikaitkan dengan *purchase intention* dengan menggunakan uji regresi linier berganda. Penelitian ini mengumpulkan data dari 200 partisipan. Stimuli dibentuk melalui tahap cek manipulasi untuk memastikan partisipan paham dengan manipulasi yang disajikan. Variabel terukur *intention to like* (4 indikator), *intention to comment* (4 indikator), *intention to share* (4 indikator) dan *intention to purchase* (4 indikator) diukur dengan masing-masing skala differential 7 poin. Dalam penelitian ini, ditemukan bahwa penggunaan informasi *sales price* yang berbeda memiliki perbedaan pada *intention to like*, *commen*t dan *share*. Penggunaan informasi *sales price* yang disertai *reference price* menghasilkan *intention to like*, *comment* dan *share* yang lebih tinggi daripada informasi *sales price* tanpa disertai *reference price*. Selain itu, dalam penelitian terbukti bahwa *intention to like*, *comment* dan *share* memiliki hubungan yang positif dengan *intention to purchase*.

Kata kunci: *sales price, reference price, engagement, intention to like, intention to comment, intention to share, purchase intention*

ABSTRACT

This research aims to test the different intention to like, comment and share based on sales price information by using T-test. Then, it will be associated with purchase intention by using multiple linear regression tests. This research collected data from 200 participants. The stimuli are shaped through manipulation check to ensure participants understand the manipulation provided. Measurable variables of intention to like (4 indicators), intention to comment (4 indicators), intention to share (4 indicators) and intention to purchase (4 indicators) were measured with each 7-point differential scale. Meanwhile, this research was found that different sales price information usage results in different intention to like, comment and share. Sales price with reference price information appearance results in higher intention to like, comment and share than sales price without reference price information. Furthermore, in accordance with the previous research, this research is proved that intention to like, comment and share have a positive relation with purchase intention. Furthermore, in accordance with the previous research, this research is proved that intention to like, comment and share have a positive relation with purchase intention.

Keywords : *sales price, reference price, engagement, intention to like, intention to comment, intention to share, purchase intention*