ABSTRAK

E-marketplace merupakan pasar virtual dimana pembeli dan penjual dapat bertukar informasi tentang harga dan penawaran produk serta layanan, juga untuk bernegosiasi dan melaksanakan transaksi bisnis**.** Rekomendasi produk yang ada di media sosial ataupun *official account e-marketplace* dapat mempengaruhi pembelian konsumen, baik yang direncanakan maupun secara impulsif. Penelitian ini bertujuan untuk mengetahui pengaruh variabel dari integrasi model *Signaling Theory* untuk mengeksplorasi bagaimana rekomendasi produk pada *official account e-marketplace* mempengaruhi keputusan pembelian online. Pada model *Signaling Theory* terdapat 8 variabel dan 9 hipotesis. Tahapan dalam penelitian ini ada tujuh tahap, yaitu meliputi penentuan model dan hipotesis, penentuan populasi dan sampel, penyusunan kuesioner, evaluasi kuisioner, penyebaran dan pengumpulan kuesioner, pengolahan data, analisis hasil dan penyusunan rekomendasi. Kuisioner terdiri dari 46 butir pertanyaan yang terdiri dari 15 pertanyaan mengenai karakteristik responden dan 31 pertanyaan mengenai variabel terkait. Data yang diperoleh sebanyak 390 responden. Pengolahan data menggunakan metode CB-SEM, namun data yang diolah tidak memenuhi asumsi normalitas. Maka selanjutnya data diolah menggunakan metode PLS-SEM dengan. Hasil penelitian menunjukkan bahwa dari 9 hipotesis yang diajukan, 8 hipotesis diterima dan 1 hipotesis ditolak yaitu H7 (*Affective trust in recommender* berpengaruh terhadap *urge to buy impulsively)* dengan nilai *T Statistic* 1,603 dan nilai *P values* 0,109 yang artinya tidak ada pengaruh yang signifikan antar variabel. Variabel pada model *signaling theory* memberikan pengaruh terhadap strategi pemasaran rekomendasi produk oleh *official account e-marketplace* terhadap keputusan pembelian pengguna.

Keyword: *Signaling Theory, E-marketplace, Official Account,* Rekomendasi Produk*,* Pembelian *online,* PLS-SEM

Anisa Firdausa, 2019, **Analysis of the Effect of Product Recommendations From the Official Marketplace on Online Purchasing Decisions Using the Signaling Theory Model.** *This undergraduate thesis was supervised by Army Justitia, S.Si., M.Kom. and Badrus Zaman, S.Kom, M.Cs.. Information System Bachelor Degree Study Program, Faculty of Science and Technology, Airlangga University, Surabaya.*

ABSTRACT

E-marketplace is a virtual market where buyers and sellers can exchange information about prices, products and service offerings, as well as to negotiate and carry out business transactions. Product recommendations that are available on social media or official e-marketplace accounts can influence consumer purchases, both planned and impulsive purchases. This study aims to determine the effect of variables from the integration of the Signaling Theory model to explore how product recommendations in the official e-marketplace account influence online purchasing decisions. In the Signaling Theory model there are 8 variables and 9 hypotheses. There are seven stages in this research, which include determining models and hypotheses, determining populations and samples, preparing questionnaires, evaluating questionnaires, distributing and collecting questionnaires, processing data, analyzing results and compiling recommendations. The questionnaire consisted of 46 questions, 15 questions are related to the characteristics of respondents and 31 questions are about the related variables. The data obtained were 390 respondents. Data processing using the CB-SEM method, but the data processed did not meet the assumption of normality. Then the data was processed using the PLS-SEM method. The results showed that of the 9 hypotheses proposed, 8 hypotheses were accepted and 1 hypothesis was rejected, namely H7 (Affective trust in recommender influencing urge to buy impulsively) with a T value of 1.603 and a P value of 0.109, meaning that there was no significant effect between variables . Variables in the signaling theory model influence the product recommendation marketing strategy by the official e-marketplace account on user purchasing decisions.

Keyword: *Signaling Theory, E-marketplace, Official Accounts, Product Recommendations, Online purchases*, PLS-SEM.