PREFACE

Thesis is a form of academic and scientific report based on the students' research activities during a given period. The thesis report is a mandatory part of the completion of the undergraduate degree.

A thesis report is a form of academic writing, which is developed by students following the completion of the undergraduate degree program in IULI. As an academic writing, the thesis report should consist of scientific guidance, which may cover elements on factual objectivity, the use of systematical research method, and proper technical writing.

To assist students in developing the thesis report, certain guidelines are necessary. It is expected that these guidelines are able to provide the necessary information for students to follow with ease. It is expected that by following these guidelines, students can complete the thesis report on time.

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ABSTRACT

Along with the development of technology at this time, then every company will try various opportunities to reap the benefits for his own company. But knowing that start-ups have a great opportunity for the development of information technology, companies are vying to develop their start-ups to meet the needs of users. Start-ups made by the company are obtained for free or obtained by way of payment in advance. But start-ups have to be run over the Internet. If there is no Internet, then start-up will be difficult to access or get. Therefore, the development of technology must go hand in hand with the development of the Internet that is more easily accessible to achieve the goal of start-up in each company. In this research will discussed about the effect of social media towards brand customers buying decisions which is this research will be on GO-JEK Indonesia who are one the technology transport based company who provide service based on motorcycle.

Keywords: Start-up, Information Technology, Consumer Buying Decision and Social Media

ABSTRAK

Seiring dengan perkembangan teknologi pada saat ini, maka setiap perusahaan akan mencoba berbagai peluang untuk meraup keuntungan bagi perusahaannya sendiri. Tetapi dengan mengetahui start-up memiliki peluang yang besar untuk perkembangan teknologi informasi, maka perusahaan berlomba-lomba menggembangkan start-up mereka untuk memenuhi kebutuhan pengguna. Start-up yang dibuat oleh perusahaan ada yang didapatkan secara gratis maupun didapat dengan cara membayar terlebih dahulu. Tetapi start-up harus dijalankan melalui internet. jika tidak ada internet, maka start-up akan susah diakses maupun di dapatkan. Maka dari itu, perkembangan teknologi harus berjalan beriringan dengan perkembangan internet yang semakin mudah diakses untuk tercapainya tujuan start-up di setiap perusahaan. Dalam penelitian ini akan dibahas tentang pengaruh media sosial terhadap keputusan pembelian konsumen merek yang mana penelitian ini akan dilakukan pada GO-JEK Indonesia yang merupakan salah satu perusahaan berbasis teknologi transportasi yang menyediakan layanan berbasis sepeda motor.

Kata kunci : Start-up, Teknologi Informasi, Keputusan Pembelian dan Sosial Media

CHAPTER I – INTRODUCTION

1. BACKGROUND

Figure 1 InfoGrafis Penggunaan Internet di Asia

(Roza, 2016)

At this time, the rapid technological developments have great influence in various fields, one of which is in the field of information technology what we call IT. The development of information technology, the more sophisticated the existing infrastructure. One of them is the Internet that is more easily obtained through the purchase of quotas or through media hotspots are spread in various places evenly to facilitate Internet access at this time. Users can easily access the Internet through a café that provides hotspots as well as shopping centers and airport facilities (Pete, 2016).

From the development of existing information technology, then comes the Start-Up. Start-up is a form of companies that start a business by offering goods or services that have business processes that are very closely related to the internet so without the internet, the Start-up will not run. Can be interpreted when the Internet is the lung from the Start-up. In the Start-up, the company will offer a variety of products and services of the company's own design such as games, education, newspapers and online magazines that must use the Internet when running the Start-up. Not infrequently there are free or there is also a must make payment first (Lawes, 2016).

Figure 2. Digital Around The World 2018

(Chaffey, 2018)

Social media are web-based communication tools that enable people to interact with each other by both sharing and consuming information (Nations, 2018). Nowadays most of the promotion that the companies doing are through social media, in social media companies can easily interacting with their customers, from promoting their new product or listening what their customers thinks about the product. There are many ways in social media that companies can do for increasing their product knowledge from creating content like product ingredient until product review. With the big growth in social media interactions makes today's companies need to re-create their communication way to their customers. Social media is the way for company to engaging there customers for using their services or buying their product.

GO-JEK is the one of start-up companies in Indonesia. GO-JEK is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. GO-JEK champions 3 essential values: speed, innovation, and social impact. GO-JEK drivers say that since joining us as partners, they have seen their income increase and reached more customers through our app. They also have access to health and accident cover, financial services and insurance, as well as affordable automatic payments and many other benefits.

Figure 3 Pertumbuhan E-Commerce di Indonesia

(Mr Admin Mu, 2016)

By definition, ecommerce or electronic commerce, is the buying and selling of products or services via the Internet (Miva, 2011). The existence of E-commerce provided alternative solutions to the business world, which is e-commerce really promising to become new income generator nowadays because E-Commerce provides a lot of convenience for both parties, either from the seller (merchant) or from the buyer (buyer) in trading transactions, although the parties are on two different continents though. With E-Commerce each transaction does not require a meeting in the negotiation stage. Therefore this internet network can penetrate geographical and territorial boundaries including its legal jurisdiction.

I.2 RESEARCH PROBLEMS AND QUESTIONS

Research Problem	Research Questions
1. Social media advertising increasing sales	1. How Go-Jek use Social Media to Advertise their services.
2. The impact of Advertising in Social Media towards customers buying decision	2. How Social Media advertisement are impacting customers buying Decisions.

I.3 RESEARCH PURPOSE

Referring to the above research problem and questions, this research aims for the following issues:

1. To analyze whether doing promotion in social media have a big impact for increasing brand awareness and sales growth.
2. To analyze the impact of social media promotion towards customers buying decision for using Go-Jek services.

CHAPTER II – LITERATURE REVIEW

II.1 SOCIAL MEDIA MARKETING

Social Media Marketing is a marketing technique that uses Social Media as a means to promote a product (Link Pages Online Business Website) or a service, or other products more specifically. SMM is more to the development and utilization of Social Media area as a means or place to build target market of your online business. In SMM development it should be remembered that we must build a group or target market with mutual respect and always communicate with the target market (Ward, 2018).

Social media marketing is collaboration between technology platform with traditional marketing that makes efficiency, simple and cheap promotion system. This media provide the fastest way to engage with bigger audience not just in one area but around the world. There are several type of social media that provide different type of promotion functions which is promotion based on photo, promotion based on ads video or even promotion based on article review.

II.1.1 SOCIAL MEDIA

Is a new marketing tool that allows you to get to know your customers and prospects in ways that were previously not possible. This information and knowledge must be paid for with output of respect, trustworthiness, and honesty. Social Media is not a fad, but I also think it's just the beginning of the marketing revolution – not the end (Cohen, 2011).

There are several social media with different functionality that can make promotion even simple, this platform enable the online user to create a content, sharing a content until commenting or reviewing the content. In the other side this platform can be new market generator for any kind of business to provide their product or services to be purchased by the users.

II.1.2 ONLINE COMMUNITY

Online community is a virtual arena where everyone is with others to talk, exchange information, learn, play, or just to gather. Brand community on social media is also one of the online community types. Brand community based in social media is a collection of customers who have the same interests or likes on a brand or company (Kraut & Resnick, 2016).

Social media users who are join the community of a brand, using the product of the brand. The community of a brand can be categorized into two, namely the community formed by the brand and the community formed by the customers.

II.2 INFORMATION TECHNOLOGY

A generic term for any technology that assists human beings in creating, modifying, storing, communicating and / or disseminating information. IT brings together high-speed

computing and communications for data, voice and video. Examples of Information Technology are not just personal computers, but also telephones, TVs, electronic appliances, and modern handheld devices (Quora, 2017).

Information technology provides any activities more efficiently, without putting more effort to do some activities. This development wills always increasing productivity of any kind of activities which in the future can be more helpful and beneficial for everyone.

II.2.1 E-COMMERCE

E-commerce is where in one website provides or can make transactions online or can also be a way of shopping or trading online or direct selling using Internet facilities where there are websites that can provide services "get and deliver". E-commerce will change all marketing activities and also at the same time cut operational costs for trading activities (trading) (Business Dictionary, 2016).

As for opinions on the notion of E-Commerce that E-commerce refers to the internet for online shopping and a narrower range. Where e-commerce is a sub-product of E-Business. the way of payment: via digital money transfer such as through paypal account or credit card Meanwhile, E-Business refers to the internet but a wider range. the business area occurs when companies or individuals communicate with clients or clients via e-mail but marketing or selling is done with the internet. Thereby providing advantages of flexibility and efficiency. the payment method is through E-Gold digital payments and has been recognized throughout the world in conducting online transactions. This kind of trend provide new way for business activities to have new opportunity to make more profit and revenue, despite traditional business activity still generate income but in this technology era it can be stopped. This will admit that technology development make an impact for making more money.

II.2.2 DIGITAL MARKETING

Digital marketing is an umbrella term for all of your online marketing efforts. Businesses leverage digital channels such as Google search, social media, email, and their websites to connect with their current and prospective customers (Alexander, 2016).

What makes digital marketing more beneficial than traditional marketing are digital marketing use a tools that can make promotion activities more efficient. Without having to get somewhere, with this tools the audience range can be discovered with just simply posted the promotion in that tools, Digital Marketing is now very popular in the world is online marketing through websites and social media because this marketing technique has a democratic value because it provides flexibility of time for our target audience to read our campaign.

II.3 CONSUMER BUYING DECISION

Consumer Buying Decision is an action that consumers make to buy a product. Every manufacturer must run a variety of strategies for consumers to decide to buy their products. Buying decisions are actions of consumers to want to buy or not to the product. Of the various factors that affect consumers in buying a product or service, usually consumers always consider the quality, price and products already known by the community (Philip, 2002).

Before consumers decide to buy, usually consumers through several stages in advance that is, (1) the introduction of the problem, (2) information search. (3) Alternative evaluation, (4) buying decision or not, (5) post-purchase behavior. Based on the above definition is concluded that the purchase decision is the action that the consumer made to purchase a product. Therefore, consumer purchase decision is a process of selecting one of several alternative problems solving with real follow-up. After that the consumer can do an evaluation of options and then can determine the attitude to be taken next.

II.3.1 AWARENESS

Awareness marketing is an approach to marketing in which a company focuses on getting the brand recognized by potential customers. This is what most people think of our brand name, are they really know about our brand or just simply don't know. To determine whether the customer know or not about our brand (Thomas, 2014).

II.3.2 INTEREST

This is the stage that after the customer aware of our product or services will make an interest of that as a output, they started to think about buying the product or using the services along the lines what the companies offer. The companies need to be relevant what their customer interest (Thomas, 2014).

II.3.3 EVALUATION

Once the customer interested to any product or services, the customer will think whether the product or services that companies offer are meeting their buying criteria and they will also looking for the evidence that the companies can really meet their buying criteria or not (Thomas, 2014).

II.3.4 TRIAL

In this stage, means that the companies are evaluated by the customers in terms of product or services that meet the buying criteria, to prove that believes most of customer will do try the product or services (Thomas, 2014).

II.3.5 ADOPTION

To using or product or services that companies offer, the customer need to adapt with the product or services, in this stage companies need to concern that they customer are really convince and satisfied with the product or services (Thomas, 2014).

II.3.6 LOYALTY

Customer loyalty is positively related to customer satisfaction as happy customers consistently favor the brands that meet their needs. Loyal customers are purchasing a firm's products or services exclusively, and they are not willing to switch their preferences over a competitive firm. Brand loyalty stems out of a firm's consistent effort to deliver the same product, every time, at the same rate of success. Organizations give special attention to customer service, seeking to retain their existing current base by increasing customer loyalty. Often, they offer loyalty programs and customer rewards to the most loyal customers as an expression of appreciation for doing repeat business with them (My Accounting Course, 2017).

Customer loyalty is important for any companies, with this attitude that encourages behavior to make purchases of products/services from a company that includes aspects of feelings in it, especially those who buy regularly and repeatedly with high consistency, but not just buy back a goods and services, but also has a commitment and a positive attitude towards the company that offers the product/service.

CHAPTER III – RESEARCH METHODOLOGY

Figure 4 Research Data Process
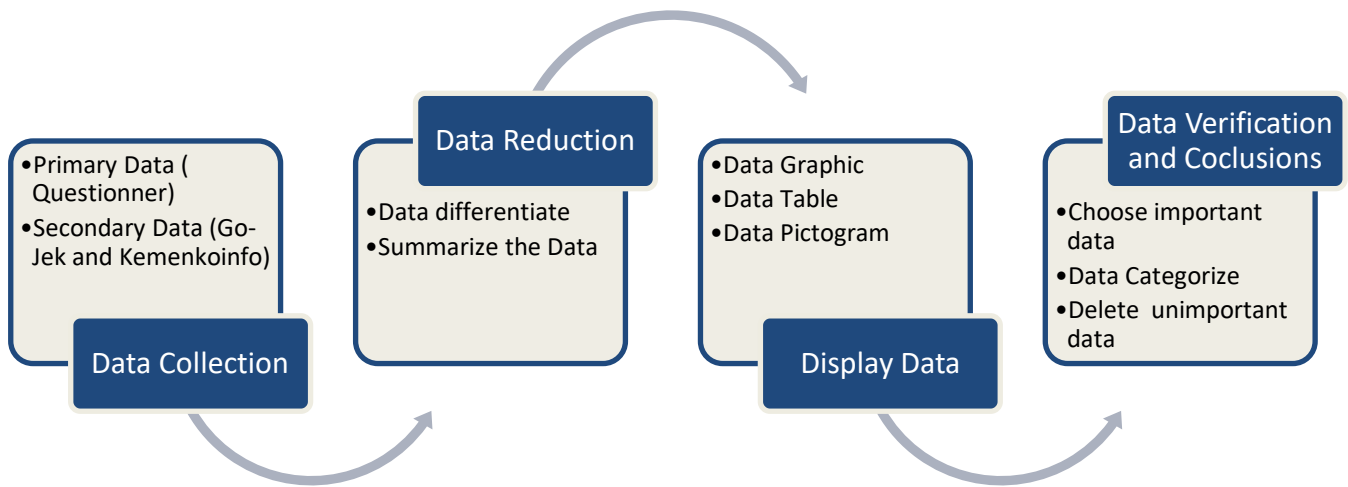
III.1 DATA COLLECTION

1. First data collection will be done quantitatively through Google Form Questioners and one on one-interview to Social Media users and Go-Jek Customers.
2. This research is using primary data, the data collected through questioners and one on one interview and will be analyzed based on the object of the research.
3. Secondary data from Gojek. Kemenkominfo and transportation institutions like Dinas Perhubungan.

III.2 GOJEK COMPANY OVERVIEW

Figure 5 GOJEK COMPANY LOGO

(GOJEK INDONESIA, 2017)

Established in 2010 as a motorcycle ride-hailing phone service, GO-JEK has evolved into an on-demand mobile platform and a cutting-edge app, providing a wide range of services that includes transportation, logistics, mobile payments, food delivery, and many other on-demand services."   GO-JEK is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. GO-JEK champions 3 essential values: speed, innovation, and social impact (GOJEK INDONESIA, 2017).

Gojek is a transportation company from Indonesia that has many services. It had been founded by Nadiem Makariem since 2010 in Jakarta. Now, Gojek is exiting everywhere in some cities in Jakarta, Tangerang, Semarang, Bali, Surabaya, Makasar, and many more. Gojek is an ojek for every need. It serves 15 services that can be used by customer, such as: transportation, instant courier, shopping, etc. Gojek customers are society that have smartphone. The most of them are young people. They use their smartphone to order gojek for every need. The good impact of the gojek for Indonesia is the gojek can decreasse unemployment rate. So the people can easy to find job (GOJEK INDONESIA, 2017).

GO-JEK drivers say that since joining us as partners, they have seen their income increase and reached more customers through our app. They also have access to health and accident cover, financial services and insurance, as well as affordable automatic payments and many other benefits (GOJEK INDONESIA, 2017).

II.2.1 GOJEK ORGANIZATIONS STRUCTURE

Figure 6 Gojek Organization Structure
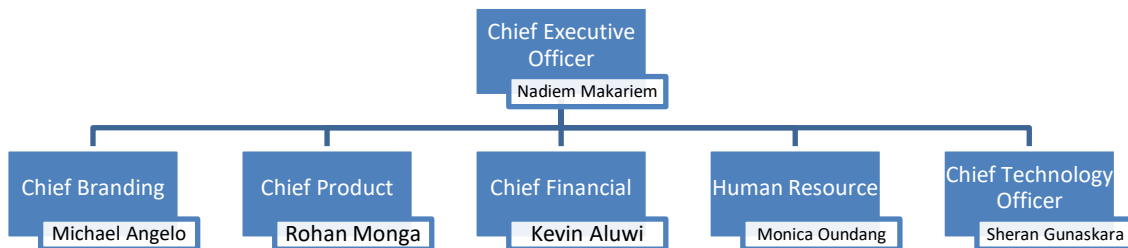
II.2.2 GOJEK VISION AND MISSON

- Speed : Our Service is fast, and we continually learn and grow from experience.
- Innovation : We continually offer new technology to make your life easier.
- Social Impact : We work to create as much positive social impact as possible for Indonesians.

We proudly tell everyone that we are an Indonesian startup with a social mission. We aim to improve social welfare by ensuring efficiency in the market. We strive to spread positive social impact through technology, increasing GO-JEK drivers' incomes and ensuring a better standard of living for themselves and their families. GO-JEK's flagship service has played an important role in heavily congested cities like Jakarta and other areas where we operate. As well as to suppliers, GO-JEK also offers great benefits to its customers.

II.2.3 GOJEK SERVICES

- Go-Ride : is a motorcycle transportation services that deliver people to different place, its way more cheaper and faster
- Go-Car : is a personal car transport services like taxi that take people to different place.

- Go-Food   : is home delivery of food that help people to buy some food from any restaurant nearby or any restaurant they love, its help people when they get suddenly hungry.
- Go-Mart   : is a service that can buy goods from any supermarket, minimarket or convenience store around by.
- Go-Clean   : is a service of professional cleaning services that help people clean their house or room or offices.
- Go-Auto   : is a service auto care, towing or emergency vehicle needs.
- Go-Med   : is a drugs delivery service that helps people when they are sick want to buy drug from medical store.

III.2.4 GOJEK HEADQUARTES

Figure 7 GOJEK HQ

(GOJEK INDONESIA, 2017)

Pasaraya Blok M Gedung B Lt.6
Jalan Iskandarsyah II No.7, RW 2, Melawai, Kebayoran Baru
DKI Jakarta, Kota Jakarta Selatan, Indonesia

III.3 SAMPLE SIZE

Figure 8 Raosoft Sample Size Calculator

(Raosoft, 2018)

Based on our research objective, we take the sample of social media users and transportation user around Jakarta and Tangerang, and the number of sample to be expected is 100 samples.

III.4 SAMPLING PROCESS

For the sampling process, I do choose probability sampling as my method and the way to do probability sampling I use stratified random sampling with separate the respondent with several factor there are age, gender, occupation and some detailed factor like example which social media they use and how long they use gojek services or product.

III.5 PREVIOUS STUDIES

Title of Research or Article, including authors (using the automated referencing)	Variables & Sub-Variables	Findings
1. The Impact of Social Commerce on Consumer Behaviour: With Special Reference to E-Commerce (Jain, 2015)	Trend: • Customer trends • Recommendation trends • Virtual world model Drivers: • Social media user • Consumer comfort level • Content sharing	Facebook as one of the biggest e-commerce site being concern with the data sharing by their users, the researcher found that sometimes the users sharing something that can be classify as personal.
2. Pengaruh Media Sosial Terhadap Minat Beli Konsumen (Setiawati, 2015)	Social Media • Product information convenience • Online store trusted store Consumer Buying Decision • Transactional • Referential • Preferential • Explorative	Mostly, before someone buying some product they will go into a media to review the product they want. Nowadays social media help them to be more easily to get product information of a brand and hoping that the process of buying decision can be faster.
3. Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook (Lee, Hosanagar, & Nair, 2018)	Customers Lifetime Value: • Customer value overtime • Customer association • Customer services Customers Value Drivers: • Brand Endorsement • Brand name	To having a good customer value, any corporation must have customer trust first in order to create customer value.
4. The Role of Marketing in Social Media: How Online Consumer Evolve (Chen, Fay, & Wang, 2014)	• Word of Mouth • Online Community • Consumer Reviews • Social Media	Social media become a platform for modern marketing which is they use internet to connect with the online users to sharing information of a product until making transaction to a customers.

5. Customer and Firm Interactions on Social Media (Shahbaznezhad & Tripathi, 2015)	Social Media: • Platform • Interactions Firms : • Customer relations	Most of corporation using social media to interact with their customers through social media to have efficiency and convenience communication way.

III.6 RESEARCH MODEL
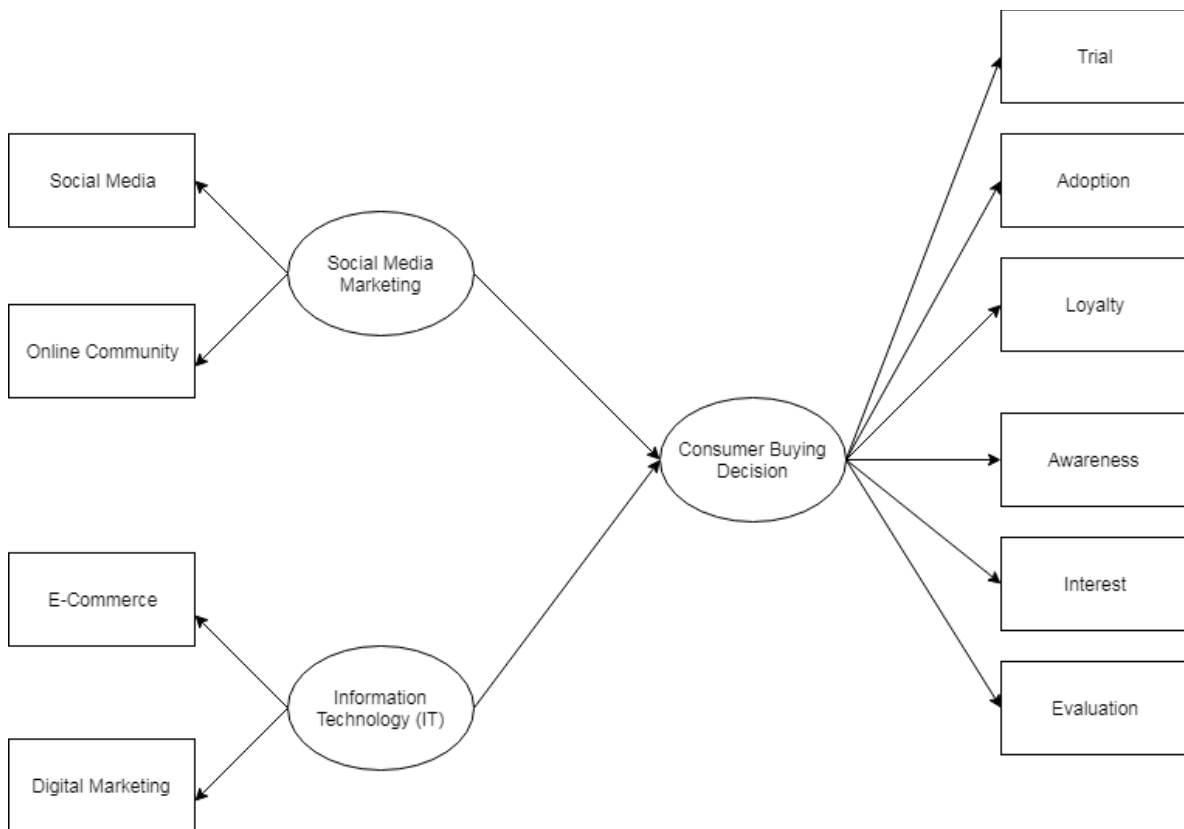
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