

**THE IMPACT OF PRODUCT DESCRIPTION AND INVOLVEMENT ON PURCHASE
INTENTION IN CROSS-BORDER E-COMMERCE USING APPLICATION**

ALIBABA.COM



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Economics Management Study Program,
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APPROVAL PAGE

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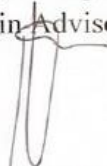
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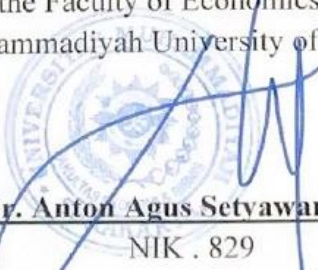
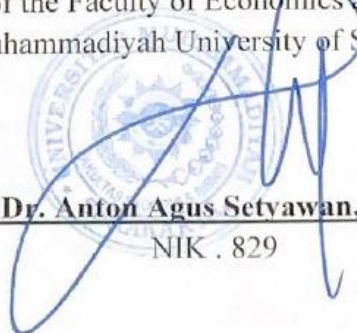


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MOTTO

So indeed, with hardship [will be] ease.

-QS. Al-Insyirah ; 5

The best revenge is to improve yourself

-Ali ibn Abi Thalib-

So when you have made a decision, then put your trust in Allah”

-QS. Al-Imran ; 159-

if you had, one shot, or one opportunity To seize everything you ever wanted In one moment Would
you capture it, or just let it slip?

-Eminem-

A man never goes back on his word

-Rudeus Greyrat-

My Biggest failure in life is knowing that i never tried

-Nathan Feverstein-

OFFERING

Thank you to Allah SWT that always guided author for every step that authors make, so that author can complete this thesis, this thesis is a special dedication to:

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Bismillahirrahmanirrahim,

Assalamualaikum wr.wb

All praise be to Allah SWT for His blessings and gifts to the writer so that the writer can complete the thesis with the title **“THE IMPACT OF PRODUCT DESCRIPTION AND INVOLVEMENT ON PURHCASE INTENTION IN CROSS-BORDER E-COMMERCE USING APPLICATION ALIBABA.COM”** the purpose of this thesis is to complete one of the requirements to obtain bachelor’s degree (SI) at the faculty of economics and business, International Management study major, at Muhammadiyah University of Surakarta. Shalawat and greetings are always addressed to King Muhammad SAW, which means. Shalawat and salutations are always discussed with Muhammad SAW, whose intercession we look forward to at the end of the year.

After quite a long journey, alhamdulillah, I can finish this thesis. There are many lessons that I can learn from working on this thesis, and these lessons are what ultimately strengthen my life in this phase. It is challenging to reach the end point of this thesis. Therefore, I dedicate this thesis to the following:

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ABSTRACT

This quantitative method study aims to determine whether product descriptions have an effect on purchase intention, with cognitive and affective involvement as part of product involvement, enduring and situational involvement as part of platform involvement. This study is based on the Involvement theory, and previous studies on product descriptions, product involvement, platform involvement, and purchase intention on online platforms. The number of samples in this study was 121 respondents, with sample determination using purposive sampling technique, with the criteria for respondents being consumers who have never purchased on the Alibaba.com marketplace. The data analysis method used is Structural Equation Modeling Partial Least Square (SEM-PLS) with SmartPLS 3.2.6 software. This study found that affective involvement, and situational involvement have a positive and significant effect on purchase intention on the Alibaba.com marketplace. However, in this study, product descriptions, cognitive involvement, and enduring involvement do not have a significant effect on purchase intention. Unlike previous studies, enduring involvement has a significant relationship with purchase intention. Through this study, it can be said that strong emotional appeal and consumer's current situation makes a product particularly relevant can significantly impact purchase intention. Implications for further researchers, it is recommended to reuse the variables of cognitive involvement, enduring involvement, and purchase intention as well as other variables that can lead to enduring involvement and cognitive involvement towards purchase intention. Various types of products, populations, and analysis models can be used to conduct further research to provide a more complete and precise picture and data.

Keywords: product description, purchase Intention, cognitive involvement, affective involvement, enduring involvement, and situational involvement. involvement.

ABSTRAK

Penelitian dengan metode kuantitatif ini bertujuan untuk mengetahui apakah deskripsi produk berpengaruh terhadap minat beli, dengan keterlibatan kognitif dan afektif sebagai bagian dari keterlibatan produk, keterlibatan berkelanjutan dan situasional sebagai bagian dari keterlibatan platform. Penelitian ini berlandaskan pada teori Keterlibatan, dan penelitian-penelitian sebelumnya tentang deskripsi produk, keterlibatan produk, keterlibatan platform, dan minat beli pada platform daring. Jumlah sampel dalam penelitian ini sebanyak 121 responden, dengan penentuan sampel menggunakan teknik purposive sampling, dengan kriteria responden adalah konsumen yang belum pernah melakukan pembelian pada marketplace Alibaba.com. Metode analisis data yang digunakan adalah Structural Equation Modeling Partial Least Square (SEM-PLS) dengan software SmartPLS 3.2.6. Penelitian ini menemukan bahwa keterlibatan afektif, dan keterlibatan situasional berpengaruh positif dan signifikan terhadap minat beli pada marketplace Alibaba.com. Namun, pada penelitian ini, deskripsi produk, keterlibatan kognitif, dan keterlibatan berkelanjutan tidak berpengaruh signifikan terhadap minat beli. Berbeda dengan penelitian-penelitian sebelumnya, keterlibatan berkelanjutan memiliki hubungan yang signifikan dengan minat beli. Melalui penelitian ini dapat dikatakan bahwa daya tarik emosional yang kuat dan situasi konsumen saat ini membuat suatu produk menjadi sangat relevan dapat berdampak signifikan terhadap minat pembelian. Implikasi bagi peneliti selanjutnya, disarankan untuk menggunakan kembali variabel keterlibatan kognitif, keterlibatan abadi, dan minat beli serta variabel lain yang dapat menyebabkan keterlibatan abadi dan keterlibatan kognitif terhadap minat beli konsumen. Berbagai jenis produk, populasi, dan model analisis dapat digunakan untuk melakukan penelitian lebih lanjut guna memberikan gambaran dan data yang lebih lengkap dan tepat.

Kata Kunci: deskripsi produk, niat membeli, keterlibatan kognitif, keterlibatan afektif, keterlibatan bertahan, dan keterlibatan situasional.

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