

## ***ABSTRACT***

### ***Understanding Customer Advocacy Based on IT Affordance (A Study on S-Commerce Users in Indonesia)***

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*This research analyzes the effect of IT affordance on customer advocacy, with immersion, presence, and actual purchase as mediating variables, and self congruence as a moderating variable, in the context of live streaming social commerce users in Indonesia, particularly on the TikTok Shop platform. The research employs a quantitative approach with a total of 330 respondents who have participated in s-commerce live streaming sessions and made purchases. Data were analyzed using the Structural Equation Modeling (SEM) method. The results indicate that IT affordance significantly influences immersion and presence, which in turn drive actual purchase and ultimately lead to customer advocacy. The variable actual purchase is proven to mediate the relationship between immersion and presence on customer advocacy, while self congruence moderates the relationship between IT affordance and both immersion and presence, strengthening the influence when there is alignment between user identity and the experience provided by the platform.*

***Keywords:*** *IT Affordance, Self Congruence, Immersion, Presence, Actual Purchase, Customer Advocacy*

## ABSTRAK

### MEMAHAMI *CUSTOMER ADVOCACY* BERDASARKAN *IT AFFORDANCE*

(Kasus Pada Pengguna *S-Commerce* di Indonesia)

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Penelitian ini menganalisis pengaruh *IT affordance* terhadap *customer advocacy* dengan *immersion*, *presence*, dan *actual purchase* sebagai variabel mediasi, serta *self congruence* sebagai variabel moderasi, dalam konteks pengguna *live streaming social commerce* di Indonesia, khususnya pada *platform* TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan total 330 responden yang pernah mengikuti sesi *live streaming s-commerce* dan melakukan pembelian. Pengolahan data dilakukan menggunakan metode *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa *IT affordance* berpengaruh signifikan terhadap *immersion* dan *presence*, yang selanjutnya mendorong *actual purchase*, dan akhirnya membentuk *customer advocacy*. Variabel *actual purchase* terbukti memediasi hubungan antara *immersion* dan *presence* terhadap *customer advocacy*, sementara *self congruence* memoderasi hubungan antara *IT affordance* terhadap *immersion* dan *presence*, memperkuat pengaruh ketika terdapat kesesuaian antara identitas pengguna dan pengalaman yang disediakan *platform*.

**Kata Kunci:** *IT Affordance, Self Congruence, Immersion, Presence, Actual Purchase, Customer Advocacy*