

**THE EFFECT OF IMMERSIVE EXPERIENCE AND SOCIAL PRESENCE  
TO PURCHASE INTENTION WITH POSITIVE EMOTIONS AS  
MODERATOR  
(CASE OF SCARLETT WHITENING BRAND)**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen in International Business Management Program**

**Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



**Compiled by:**

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**13 June 2023**

# LETTER OF STATEMENT

THE EFFECT OF IMMERSIVE EXPERIENCE AND SOCIAL PRESENCE  
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## **AUTHENTICITY OF ACKNOWLEDGEMENT**

### **AUTHENTICITY OF ACKNOWLEDGEMENT**

I, Steven Susanto, hereby declare that I compiled the thesis with the following title:

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Is fully created by the author. All of the references such as idea, theory, citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of bibliography. If it's proven that the author practices any kind of plagiarism in this thesis, the author would be responsible for it and prepared for the consequences. Therefore, the degree that the author received from Universitas Atma Jaya Yogyakarta would be suspended and the author will give it back to the university.

Yogyakarta, 13 June 2023



Steven Susanto

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Firstly, I would like to express his gratitude and thankful for almighty God, so that all the process and guidance in making the thesis could done well. This thesis becomes of the academic requirements to obtain my bachelor's degree as the International Business Management Program in Universitas Atma Jaya Yogyakarta. The thesis that be proposed has a title is:

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Yogyakarta, 6 June 2023



Steven Susanto

**MOTTO**

**“All our dreams can come true... if we have  
the courage to pursue them.”**

**-Walt Disney-**

**“If you’ve never failed, you’ve never tried  
anything new.”**

**-Albert Einstein-**

**“For the Lord gives wisdom; from his  
mouth come knowledge and  
understanding.”**

**-Proverb 2:6-**



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**ABSTRACT**

The aim of this study is to examine the effect of immersive experience and social presence to purchase intention with positive emotions as moderator. This research employs quantitative methods. The purposive sampling technique was used to determine the sample. The information was gathered through online questionnaires distributed to 158 respondents who met the criteria which know about Scarlett Whitening brand, have ever watched live video commerce, and have ever purchased Scarlett Whitening product through live video commerce.

The data analysis continued using the Structural Equation Model (SEM) method. This study tests a model including factors associated with Scarlett Whitening products purchase intention. SmartPLS, version 4 was used for data analysis, aids in hypothesis testing by putting the factor variables. Social presence and immersive experience positively affect intentions to purchase intention. It contrasted the variable social presence that does not affect immersive experience. Besides that, positive emotions also do not moderate social presence on immersive experience. The findings can help public marketers and manufacture to understand consumers' purchase intention and help to increase purchase intention toward Scarlett Whitening products.

**Keywords:** social presence, immersive experience, positive emotions, purchase intention

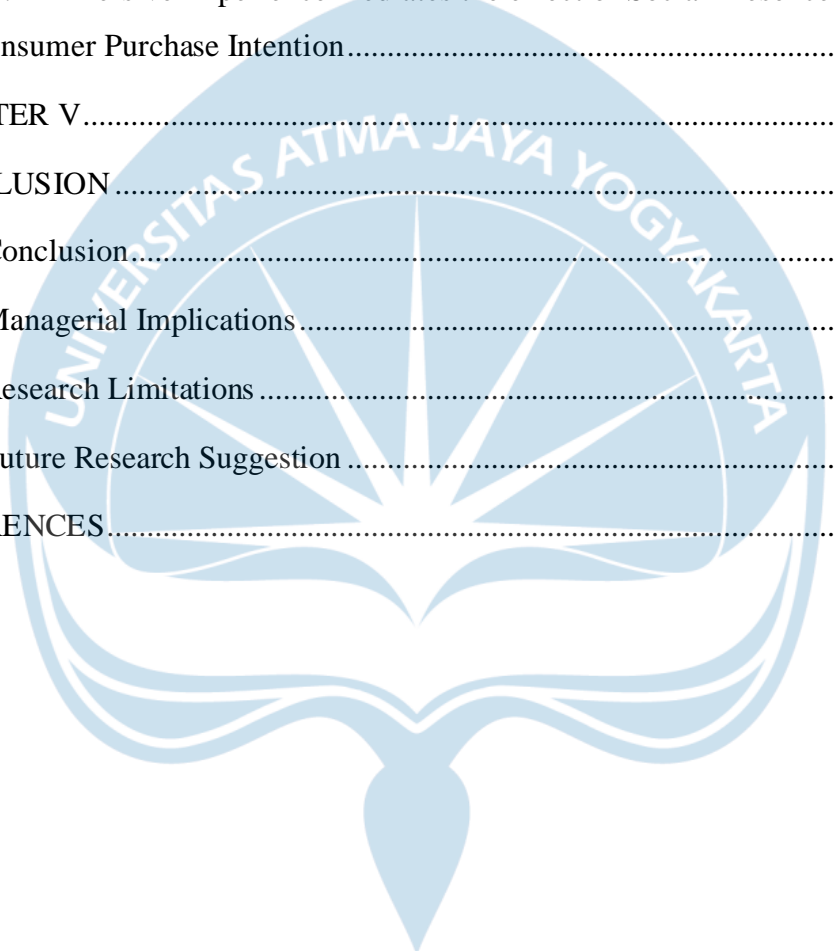
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