

Analisis pengaruh persepsi konsumen mengenai E-commerce terhadap minat beli produk melalui internet pada www.detik.com

Sihite, Eva Norita, author

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Abstrak

Internet has been explored in many ways, one of the internet functions is used for the trade. For example, internet supports the small business so they can sell and promote their business to another world by the internet, besides that with using internet in trade system we can save time, money and etc. that is how internet is so useful in trade system. This research focuses on internet trade system as known E-commerce (Electronic Commerce).

Trade can be called E-commerce if they have 2 conditions: 1. the trade using online system and 2. There is exchange value, in this case change value means there is transaction.

Every person has different perception about E-commerce or Internet, the person who does not familiar with internet, thinks the internet only for rich people. And for the others one, who is used to internet thinks the other side, they can not live without it. So this research concludes 3 dimensions of perception customer about E-commerce that can be effective to their purchase intention by internet are: trust, media advertising and personality.

This descriptive research uses a survey method, with questionnaires. The target population of this research is every www.detik.com netters, both men and women, in Jakarta. The number of samples taken is 100 with purposive sampling.

Based on the data collected from samples in this research, I found that every dimension of perception (trust, media advertising and personality) has an impact on purchase intention netters of detik.com, but the impact is not too significant. And the most significant that impacts purchase is trust.

From the statistics test based on the data collected from samples, it is found that the regression coefficient between perception and purchase intention at www.detik.com in this research is 0.435. The regression shows that there is a positive coefficient between perception and purchase at detik.com in this research. With that result, researchers suggest that detik.com should improve the advertising and maintain trust of customers if detik.com wants to keep up and increase the amount of netters in detik.com.