

Analisis sikap konsumen atas pembelian melalui toko online dan pengaruhnya terhadap niat pembelian (studi kasus: pembelian peralatan/perlengkapan bayi dan batita) = Analysis of consumer attitude toward purchase by online shop and the influence of purchase intention (case study : purchasing infant's and baby's under 3 year necessities/equipment)

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Abstrak

Skripsi ini membahas sikap konsumen terhadap pembelian perlengkapan/peralatan bayi dan balita. Tujuan utama dari skripsi ini membahas mengenai bagaimana tingkat penolakan resiko konsumen (risk averseness), orientasi kenyamanan konsumen (convenience orientation, dan tendensi pembelian secara impuls (impulse tendency mempengaruhi sikap konsumen serta niatan pembelian (purchase intention terhadap pembelian peralatan/perlengkapan bayi dan batita.

Dalam penelitian ini, responden adalah pria ataupun wanita berusia 17-55 tahun yang bertempat tinggal di Jabodetabek dan pernah melakukan pembelian peralatan/perlengkapan bayi dan batita melalui toko online. Dari penelitian yang sudah dilakukan peneliti mendapatkan hasil bahwa Risk Averseness dan Impulse Buying masing-masing tidak memiliki pengaruh terhadap Consumer Attitude, Convenience Orientation memiliki pengaruh terhadap Consumer Attitude, sedangkan Consumer Attitude memiliki pengaruh terhadap Purchase Intention.

.....This study is adopted from the study who has been done by Lee (2007) (Consumer Attitude toward Virtual Stores and it's Correlates). This study is discussing about the attitude consumer toward purchasing the needs of baby and below three years old baby. The main purpose of this study is to discuss about how risk of level consumer (risk averseness), convenience consumer's orientation (convenience orientation) and the tendency of purchase impulse (impulse tendency) influenced the attitude of consumer as well as purchase intention toward the needs of baby and below three years old baby.

In these research the respondent are men and woman on the age of 17-55 years old lived in Jabodetabek who had been purchased the needs of baby and below three years old baby by on line store.

From the research has been done previously, the researcher found the result that Risk Averseness and impulse buying hasn't influence toward the Consumer Attitude, Convenience orientation, whereas and customer attitude each single has the influence toward customer attitude dan purchase intention.