

Pengaruh sikap konsumen wanita terhadap niat pencarian informasi dan niat pembelian di website toko pakaian online = The Influence of women consumer attitude toward searching intention and purchase intention on clothing online shopping website

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20331555&lokasi=lokal>

Abstrak

Pertumbuhan e-commerce di Indonesia saat ini sedang mengalami kenaikan. Salah satu dari e-commerce tersebut adalah website toko pakaian online yang menjual pakaian wanita. Penelitian ini bertujuan untuk menemukan adanya pengaruh sikap konsumen pada website toko pakaian online terhadap niat mencari informasi dan niat membeli di website tersebut. Data diperoleh dengan menyebarkan kuesioner pada 200 orang responden. Hasil penelitian menunjukkan adanya pengaruh langsung yang positif dari sikap terhadap niat mencari informasi di website dan niat membeli setelah mendapatkan informasi di website.

.....The e-commerce in Indonesia is growing rapidly. One of the favorite e-commerce is online clothing website, with mostly consumer gender are women. Research aims to examine the influence of attitudes toward particular clothing websites, specifically favorite ones, on information search at those web sites and on the choice to purchase items from those web sites. Data in this research is collected from the 200 respondent by spreading the questionnaire. Results showed that participants attitudes toward their favorite clothing web sites had a direct, positive effect on their intentions to search for information at those web sites as well as intentions to purchase clothing items from those web sites after finding the items there.