

Analisis pengaruh orientasi pembelian terhadap minat pembelian online:
studi kasus: Rajakarcis.com = Investigating the impact of purchase
orientation towards online purchase intention: cases of study:
Rajakarcis.com / Astri Karina Murti

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Abstrak

ABSTRAK

Skripsi ini membahas mengenai pengaruh orientasi pembelian terhadap minat pembelian online konsumen pada Rajakarcis.com. Orientasi pembelian terdiri dari shopping enjoyment orientation, impulse purchase orientation, brand orientation, convenience orientation, dan quality orientation. Analisis data menggunakan Structural Equation Modelling (SEM). Data penelitian diambil dari 100 responden yang tersebar di wilayah Jabodetabek. Hasil penelitian menunjukkan bahwa shopping enjoyment orientation, brand orientation, dan convenience orientation memiliki pengaruh terhadap minat pembelian online konsumen. Sedangkan impulse purchase orientation, dan quality orientation tidak memiliki pengaruh terhadap minat pembelian online konsumen.

ABSTRACT

The focus of the study is the impact of purchase orientation towards customer online purchase intentions of Rajakarcis.com. Purchase orientation consists of shopping enjoyment orientation, impulse purchase orientation, brand orientation, convenience orientation, and quality orientation. Structural Equation Modelling (SEM) used for data analysis. By using answers from 100 respondents living in Jabodetabek area, the result shows that shopping enjoyment orientation, brand orientation, and convenience orientation are positively related to online customer online purchase intentions. On the other hand, impulse purchase orientation and quality orientation are not related to customer online purchase intention.