

Perilaku konsumen dalam berbelanja online (studi kasus produk fashion) = Consumer behavior on online purchasing (case study fashion product)

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Abstrak

Seiring dengan pesatnya kemajuan teknologi, kini hampir semua aktivitas dapat dilakukan dengan Internet, tidak terkecuali aktivitas berbelanja. Penelitian ini membahas tentang perilaku konsumen dalam berbelanja produk fashion secara online menggunakan Theory Reasoned Action (TRA) dengan melihat bagaimana variabel relative advantage, result demonstrability, compatibility, ease of use, visibility, dan perceived risk mempengaruhi sikap terhadap berbelanja produk fashion secara online. Selanjutnya juga bagaimana variabel attitude, dan subjective norms mempengaruhi intensi untuk terus melanjutkan penggunaan Internet untuk berbelanja produk fashion. Pengolahan data dalam penelitian ini menggunakan structural equation modeling (SEM).

Hasil penelitian menunjukkan bahwa attitude dan offline subjective norms merupakan faktor yang berpengaruh terhadap intensi untuk terus melanjutkan pembelian produk fashion secara online. Ditambah juga, result demonstrability dan perceived risk berpengaruh terhadap sikap dalam berbelanja produk fashion secara online.

.....Along with the rapid advances in technology, now almost all of the activities can be done with the Internet, including shopping activity. This study discusses consumer behavior on purchasing fashion products in the Internet using the Theory of Reasoned Action (TRA) to see how these variables; relative advantage, result demonstrability, compatibility, ease of use, visibility, and perceived risk affect attitudes toward online shopping fashion products. Furthermore, also how attitude, and subjective norms influence the intention to continue to use the Internet to purchase fashion products. Processing of the data in this study using structural equation modeling (SEM).

Findings show that consumers' attitude towards purchasing on the Internet is an influential factor on intentions to continue Internet purchasing. Additionally, result demonstrability and perceived risk are influential factors on attitudes towards this behavior.