

Analisis pengaruh product brand image dan online store image terhadap perceived risks dan online purchase intention produk fashion di Zalora = The role of product brand image and online store image on perceived risks and purchase intention for fashion product in Zalora

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Abstrak

Pakaian merupakan kategori produk yang paling banyak dibeli oleh pengguna internet di Indonesia. Nilai ritel dari kategori pakaian dan sepatu (fashion) mengalami kenaikan secara signifikan pada tiga tahun terakhir. Hal tersebut mendorong berkembangnya fashion online retailer di Indonesia. Penelitian ini bertujuan untuk menganalisis pengaruh variabel product brand image, online store image, financial risk, product risk, dan time risk terhadap purchase intention pada fashion online retailer terbesar di Indonesia, yaitu Zalora. Hasil penelitian menunjukkan bahwa online store image merupakan faktor yang berpengaruh terhadap intensi untuk membeli di Zalora, dimana variabel ?variabel perceived risks tidak menunjukkan pengaruh signifikan terhadap purchase intention.

.....Clothing is the most widely purchased product category by internet users in Indonesia. Retail value for clothing and footwear (fashion) has significantly increase over the last three years. It encourages the development of online fashion retailer in Indonesia. This study aimed to analyze the influence of product brand image, online store image, financial risk, product risk, and time risk towards purchase intention in the context of online fashion retailer in Indonesia, namely Zalora. Result shows that online store image is the only factor that affects purchase intention to buy in Zalora, while perceived risk is not significantly impact purchase intention.