

Analisis faktor-faktor yang mempengaruhi intensi pembelian oleh konsumen pada bisnis s-commerce = Analysis of factors that influence consumer intention to buy in s-commerce / Kus Andriadi

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Abstrak

[ABSTRAK

Pengguna internet di Indonesia berkembang cukup besar. Hal ini mempengaruhi perkembangan bisnis online s-commerce. Banyak penelitian yang membahas faktor-faktor yang mempengaruhi intensi pembelian pada s-commerce dilihat dari sisi interaksi pada media sosial, tapi masih sedikit yang melihatnya dari sisi relasional dan transaksional. Penelitian ini bertujuan untuk mencari faktor-faktor pada ketiga sisi tersebut, sehingga nantinya dapat dijadikan pertimbangan bagi pebisnis s-commerce dalam membuat strategi yang tepat untuk meningkatkan penjualannya. Penelitian ini dilakukan dengan metode kuantitatif yang dilakukan dengan menyebarkan kuesioner online melalui surveymonkey.com, sehingga diperoleh 404 responden yang mengisi kuesioner. Analisis statistik yang digunakan pada penelitian ini adalah Partial Least Square (PLS) dengan bantuan perangkat lunak SmartPLS v.3.2.1. Penelitian yang dilakukan memberikan kesimpulan bahwa faktor-faktor yang mempengaruhi kepercayaan konsumen dalam melakukan pembelian online pada bisnis s-commerce adalah Transaction Safety, Relationship Maintenance dan Rating.

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ABSTRACT

Internet users in Indonesia are growing rapidly which influence the growth of online business for example s-commerce. Many researches have discussed about factors that can influence intention to buy in s-commerce from social media interaction side, but only few have discussed from relational and transactional side. This research aims to identify factors from relational, transactional, and social side that affect consumers' intention to purchase in s-commerce. This research using quantitative method and researchers collect data through questionnaire online from surveymonkey.com. There are 404 respondents who participated in this research. Statistical analysis used in this research is Partial Least Square (PLS) with tools SmartPLS v3.2.1. The conclusions from this research showed the factors that influence consumers decision to buy are Transaction Safety, Relationship Maintenance and Rating. The results of this research are expected can be used for s-commerce business to create strategy business to increase sales growth., Internet users in Indonesia are growing rapidly which influence the growth of online business for example s-commerce. Many researches have discussed about factors that can influence intention to buy in s-commerce from social media

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