

# Analisis Schwartz Motivational Value terhadap perilaku konsumen mengadopsi online shopping = Analysis of Schwartz Motivational Value towards consumer behavior in adopting online shopping

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## Abstrak

[<b>ABSTRAK</b><br>

Penggunaan online shopping, khususnya di bidang fashion, sebagai salah satu pemenuhan kebutuhan masyarakat Indonesia memiliki proses penerimaan yang kompleks berdasarkan perilaku konsumen yang late adopters, risk averse, socially oriented, dan impulsive buyers. Salah satu model behavior yang sesuai dengan perilaku konsumen tersebut adalah Schwartz Motivational Value. Penelitian ini dikhususkan pada responden yang pernah melakukan pembelian secara online di Zalora selama tiga bulan terakhir dan diolah menggunakan metode Structural Equation Modelling untuk memperoleh value apa saja yang mempengaruhi behavior konsumen dalam mengadopsi online shopping, sehingga diketahui sejauh mana konsumen menerima online shopping melalui framework technology adoption lifecycle serta dapat memberikan rekomendasi terkait strategi marketing perusahaan e-commerce. Hasil penelitian menunjukkan bahwa grup konsumen socially oriented dan impulsive buyers yang secara signifikan memanfaatkan resources internet dalam melakukan online shopping, namun pada saat yang sama grup konsumen socially oriented merasakan ketidaknyamanan dalam melakukan online shopping. Selain itu, dengan adanya resources dalam melakukan online shopping tidak serta merta membuat konsumen sering melakukan online shopping dan berdampak pada uang yang dikeluarkan, akan tetapi adanya ketidaknyamanan justru berdampak signifikan terhadap frekuensi online shopping yang dilakukan konsumen serta uang yang dikeluarkan. Oleh karena itu, berdasarkan hasil penelitian ini dapat disimpulkan bahwa konsumen Zalora berada pada tahap Early Majority dalam menerima Zalora sebagai salah satu online shopping di Indonesia.

<b>ABSTRACT</b><br>

The usage of online shopping, especially in the field of fashion, as one of the needs fulfillment for Indonesian community seems to have a complex adoption process based on the nature of Indonesian's consumer behavior, which are late adopters, risk averse, socially oriented and impulsive buyers. One of the behavior model that corresponds to this consumer behavior is Schwartz Motivational Value. This research is devoted to the respondents who had made a purchase online in Zalora over the past three months and the data is processed using Structural Equation Modeling to obtain values that influence the behavior of consumers in adopting online shopping, how far consumers receive online shopping technology through the framework of technology adoption lifecycle based on the result, and also provide recommendations related to

the company's marketing strategy. The results show that consumer who tends to be socially oriented and impulsive buyers significantly utilize internet resources in doing online shopping, but at the same time socially oriented consumers feel inconvenience in doing online shopping. Moreover, with the resources to do online shopping does not necessarily mean that consumers often do online shopping and spent more money on online shopping, but the inconvenience in online shopping is precisely a significant impact on the frequency of consumer online shopping done and the money that is spent on it. Therefore, based on these results we can conclude that Zalora consumers are at the stage of the Early Majority in accepting Zalora as one of the online shopping in Indonesia., The usage of online shopping, especially in the field of fashion, as one of the needs fulfillment for Indonesian community seems to have a complex adoption process based on the nature of Indonesian's consumer behavior, which are late adopters, risk averse, socially oriented and impulsive buyers. One of the behavior model that corresponds to this consumer behavior is Schwartz Motivational Value. This research is devoted to the respondents who had made a purchase online in Zalora over the past three months and the data is processed using Structural Equation Modeling to obtain values that influence the behavior of consumers in adopting online shopping, how far consumers receive online shopping technology through the framework of technology adoption lifecycle based on the result, and also provide recommendations related to the company's marketing strategy. The results show that consumer who tends to be socially oriented and impulsive buyers significantly utilize internet resources in doing online shopping, but at the same time socially oriented consumers feel inconvenience in doing online shopping. Moreover, with the resources to do online shopping does not necessarily mean that consumers often do online shopping and spent more money on online shopping, but the inconvenience in online shopping is precisely a significant impact on the frequency of consumer online shopping done and the money that is spent on it. Therefore, based on these results we can conclude that Zalora consumers are at the stage of the Early Majority in accepting Zalora as one of the online shopping in Indonesia.]