

Pengaruh situational involvement perceived risk dan trust expectation terhadap intensi pembelian melalui e-tailer: studi kasus pada bhinneka.com = The effect of situational involvement perceived risk and trust expectation to intention to buy from e tailer: case study on bhinneka.com

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Abstrak

[Skripsi ini membahas tentang pengaruh situational involvement dan intensi pembelian melalui e-tailer studi kasus pada Bhinneka.com. Penelitian ini menggunakan desain penelitian deskriptif konklusif dan single-cross sectional. Kuesioner disebar kepada responden yang pernah membeli dan menggunakan Bhinneka.com sejumlah 226 responden yang diambil menggunakan metode convenience sampling dan snowball sampling. Penelitian ini menghasilkan kesimpulan bahwa situational involvement memiliki pengaruh positif dan signifikan terhadap ekspektasi kepercayaan dan intensi pembelian melalui e-tailer studi kasus pada Bhinneka.com. Pada penelitian ini juga terdapat implikasi manajerial serta saran untuk penelitian selanjutnya.

.....This thesis (skripsi) discusses the influence of situational involvement and intention to purchase through e-tailer, of case studies are on Bhinneka.com. This research uses descriptive conclusive research designs and single-cross sectional. Questionnaires are distribute to respondents who have bought and used Bhinneka.com with total respondents 226 people, use a convenience sampling method and snowball sampling. This research results in the conclusion that the Situational Involvement is positive influence on trust expectation and Intention to Buy from E-Tailer on Bhinneka.com. In this study, there is also a managerial implications and suggestions for further research., This thesis (skripsi) discusses the influence of situational involvement and intention to purchase through e-tailer, of case studies are on Bhinneka.com. This research uses descriptive conclusive research designs and single-cross sectional. Questionnaires are distribute to respondents who have bought and used Bhinneka.com with total respondents 226 people, use a convenience sampling method and snowball sampling. This research results in the conclusion that the Situational Involvement is positive influence on trust expectation and Intention to Buy from E-Tailer on Bhinneka.com. In this study, there is also a managerial implications and suggestions for further research.]