

Analisis Motivasi dalam Berbelanja Barang Bekas secara Online, Sikap terhadap Berbelanja Barang Bekas, dan Niat Pembelian Kembali dari Perspektif Pembeli di Indonesia = The Analysis of Online Second-Hand Shopping Motivation, Attitude towards Second-Hand Shopping, and Repurchase Intention of Indonesian Buyers Perspective

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Abstrak

ABSTRAK

Peningkatan pengguna internet di Indonesia memicu perubahan gaya hidup masyarakat, tidak terkecuali dalam berbelanja. Dengan eksistensi e-commerce, masyarakat di Indonesia telah mengenal metode belanja baik secara tradisional maupun online. Pertumbuhan e-commerce yang semakin pesat akan menyediakan berbagai alternatif dalam berbelanja bagi masyarakat, baik sebagai penjual maupun pembeli. Hal ini menjadikan pembeli dapat memilih platform mana yang sesuai ketika mencari barang pilihan mereka, baik dalam kondisi baru maupun bekas. Pembeli tentunya memiliki berbagai latar belakang dan preferensi tersendiri dalam memilih barang, termasuk ketika membeli barang bekas secara online. Platform e-commerce khususnya C2C perlu mengetahui motivasi dari perspektif pembeli, seperti price orientation, bargaining power, critical orientation, usefulness, ease of use, need to be unique, nostalgia, trust, dan assurances dalam melakukan pembelian. Oleh karena itu, penelitian ini akan berfokus pada pengaruh motivasi berbelanja barang bekas secara online di perspektif pembeli, sikap mereka terhadap berbelanja barang bekas, serta niat pembelian kembali. Penelitian ini menggunakan purposive sampling dengan meneliti motivasi dari 502 pembeli barang bekas secara online di Indonesia yang kemudian dianalisis dengan menggunakan Partial Least Squares - Structural Equation Modelling (PLS-SEM). Peneliti menemukan bahwa motivasi dalam berbelanja barang bekas secara online berpengaruh secara signifikan baik terhadap sikap pembeli dalam berbelanja barang bekas maupun niat pembelian kembali dari pembeli di Indonesia.<hr>

<i>ABSTRACT</i>

The increasing level of internet users in Indonesia has triggered changes in people's lifestyles, including in their way of shopping. The e-commerce existence in Indonesia causes people to be more familiar with shopping methods, both traditional and online. The rapid growth of e-commerce provides various alternatives for users, both as sellers and buyers. Buyers nowadays can choose their suitable platform based on goods, both in new and used conditions. Their backgrounds and preferences in selecting goods will affect the way of buying second-hand goods. E-commerce platforms, especially C2C, need to know various motivations from the buyer's perspective, such as price orientation, bargaining power, critical orientation, usefulness, ease of use, need to be unique, nostalgia, trust, and assurance in buying second-hand goods. Therefore, this research will focus on the influence of online second hand shopping motivation from a buyer's perspective, their attitude towards second-hand shopping, and repurchase intentions. This study uses purposive sampling by examining motivations of 502 second-hand online buyers in Indonesia, which is then analyzed by using Partial Least Squares - Structural Equation Modeling (PLS-SEM). Researcher finds that motivation in shopping for second-hand goods online has a significant effect both on the attitudes of buyers

in shopping for second-hand goods and repurchase intention from Indonesian buyers.<i/>