

Analisis pengaruh subjective norms dan online shopping anxiety terhadap penerimaan belanja online di e-commerce oleh konsumen muslim di Indonesia dengan peran moderasi religious commitment =
Analysis of the effect of subjective norms and online shopping anxiety on the acceptance of online shopping in e-commerce by muslim consumers in Indonesia moderated by religious commitment

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Abstrak

Penelitian ini menggunakan Tehcnology Acceptance Model (TAM) yang sudah banyak digunakan untuk melihat bagaimana penerapan atau penerimaan suatu teknologi. Pada konteks penelitian ini adalah, melihat bagaimana penerapan atau penerimaan teknologi E-Commerce pembelian pakaian oleh konsumen muslim di Indonesia, serta melihat bagaimana pengaruh dari Subjective Norms dan Online Shopping Anxiety-nya. Penelitian ini juga menggunakan religious commitment sebagai variabel moderasi. Berjumlahkan 666 responden, penelitian ini menggunakan metode Structural Eqaution Modeling (SEM) untuk menganalisis data.

.....This study uses the Technology Acceptance Model (TAM) which has been widely used to see how the adoption or acceptance of a technology is. This study wants to see how the adoption or acceptance of E-Commerce technology for clothing purchases by Muslim consumers in Indonesia, as well as seeing how the influence of Subjective Norms and their Online Shopping Anxiety. This study also uses a religious commitment as a moderating variable. With 666 respondents in total, this study used the Structural Equation Modeling (SEM) method to analyze the data.