

# Faktor-Faktor yang Mempengaruhi Behavioral Intention untuk Berbelanja Online: Analisis pada Website Brand dan Marketplace = Factors Influencing Behavioral Intention towards Online Shopping: Analysis on Website Brands and Marketplaces

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## Abstrak

Tujuan dari penelitian tesis ini adalah untuk menganalisis faktor-faktor yang mempengaruhi niat perilaku atau behavioral intention terhadap belanja online yang dibandingkan antara belanja melalui website brand dan online marketplace. Penulis menginisiasi model penelitian yang terintegrasi dimana kepercayaan dan sikap terhadap belanja online menjadi penengah dari pengaruh beberapa faktor seperti relative advantage, eWOM (electronic Word of Mouth), perceived web qualities, dan e-service qualities. Analisis multi group pada kedua channel tersebut dilakukan secara keseluruhan dan terpisah. Analisis ini merupakan penelitian empiris dan menggunakan metode kuantitatif. Model penelitian yang dihipotesiskan diuji menggunakan estimasi partial least square (PLS). Hasil dari penelitian menunjukkan bahwa relative advantage, eWOM, perceived web qualified, dan e-service qualities memiliki pengaruh positif dan signifikan terhadap kepercayaan baik untuk website brand maupun marketplace. Pada kedua channel, variabel relative advantage dan EWOM tidak berpengaruh secara langsung terhadap behavioral intention, namun pada marketplace, perceived web quality dan e-service quality juga tidak berpengaruh secara langsung. ....The purpose of this thesis research is to analyze the behavioral factors that influence the intention towards online shopping that is compared between shopping through brand websites and online marketplace. The researcher initiates an integrated research model in which trust and attitudes towards online shopping mediate the influence of several factors such as relative advantage, eWOM (electronic Word of Mouth), perceived web quality, and electronic service quality. Multigroup analysis on two channels was carried out as a whole and separately. This research is an empirical study and uses quantitative methods. The hypothesized research model was tested using partial least squares (PLS) estimation. The result shows that relative advantage, eWOM, perceived web quality, and electronic service quality have a positive and significant effect on the trust for both brand websites and online marketplace channels. In both channels, the relative advantage and EWOM variables do not have a direct effect on behavioral intention, but in the marketplace, perceived web quality and e-service quality also do not have a direct effect.