

Pengaruh Persepsi Konsumen Tentang E-Store Image Dalam Pengambilan Keputusan Pembelian Suatu Produk. (Studi Kasus: E-Store di Indonesia) = The Influence of Customer Perception towards E-Store Image in a Product Purchase Decision (Case Study : E-Store in Indonesia)

Dea Gabriella Ecclesi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920534818&lokasi=lokal>

Abstrak

Penelitian ini membahas mengenai pengaruh persepsi konsumen terhadap e-store image dalam pengambilan keputusan pembelian suatu produk, yaitu e-store di Indonesia. Dalam penelitian ini, pengolahan data dilakukan dengan menggunakan Structural Equation Modeling dengan program LISREL 8.72. Hasil penelitian ini menunjukkan bahwa e-store image mempengaruhi secara positif terhadap perceived value (utilitarian dan hedonic value) serta berdampak pada intensi pembelian suatu produk.

.....This research investigates the influence of country of consumer perceptions towards e-store image in a product purchase decision. The case study used is e-store in Indonesia. In this research, Structural Equation Modeling (SEM) with LISREL 8.71 program has been used to process the data. The result shows that country of origin image. The results of this study indicate that e-store image influenced positively against the perceived value (both hedonic and utilitarian value) as well as the impact on product purchase decision. Interpretations, limitations, and managerial implications are discussed further.