

# Analisis Faktor-Faktor yang Mempengaruhi Intention Menggunakan Fashion Subscription-Based Online Services (SOS) di Asia Tenggara: Studi Komparatif berdasarkan Kelompok Negara (Analysis of Factors Influencing Intention to Use Fashion Subscription-Based Online Services (SOS) in Southeast Asia: Comparative Study by Country Group) = Analysis of Factors Influencing Intention to Use Fashion Subscription- Based Online Services (SOS) in Southeast Asia: Comparative Study by Country Group

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## Abstrak

Perkembangan model e-dagang baru yakni Subscription-based Online Service (SOS) telah mencapai skala global, dengan peningkatan signifikan dari tahun ke tahun, tercatat adanya pemasukan 7,5 Triliun Dolar Amerika secara kolektif, dari 2.000 penyedia jasa SOS di Amerika Serikat saja. Metode berbelanja yang inovatif dan hemat waktu mengindikasikan

evolusi dalam industri mode dan kecantikan. Fashion Subscription-Based Online Services (SOS) sangat mewabah di Barat, namun keberadaannya tidak sebesar itu di Benua Asia, terutama di Asia Tenggara.

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi

Purchase Intention pengguna terhadap Fashion Subscription-Based Online Services (SOS). Penelitian ini menggunakan pendekatan kuantitatif dengan total responden yang terkumpul sebanyak 852 data yang merupakan pengguna layanan Fashion SOS di Asia Tenggara. Data kemudian dianalisis dengan Partial Least Square Structural Equation Method (PLS-SEM) menggunakan software SmartPLS 3. Hasil penelitian pun menunjukkan bahwa faktor-faktor utilitarianisme, hedonisme, kesadaran akan fashion, keinginan akan produk yang unik, sikap serta subjective norm berdampak pada Intention menggunakan Fashion SOS di Asia Tenggara.

Perusahaan industri Fashion and Beauty dapat menggunakan wawasan ini untuk secara akurat memprediksi pasar sasaran yang tepat dan memiliki pemahaman yang lebih baik tentang konsumen yang telah menggunakan metode belanja yang baru, mudah, dan nyaman ini

.....The emerging e-business Subscription-based Online Services (SOS) providing periodic delivery of products customized in a box to consumers has, in aggregate, become a USD 7.5 billion industry with over 2,000 SOS retailers in the US only. Such an innovative and timesaving method of shopping may indicate the evolution in the fashion and beauty industry.

This paper aims to identify factors that affects customer's intention to use Fashion Subscription-Based Online Services (SOS) in Southeast Asia. These factors are based on Ajzen's Theory of Planned Behaviour (TPB). The study will use quantitative approach on 852 respondents' survey on Fashion SOS users across Southeast Asia. The data is then analysed

with Partial Least Square Structural Equation Method (PLS-SEM). The study shows that utilitarian and hedonistic motivations, fashion consciousness, and desire for unique product all lead to positive attitude towards Fashion SOS. Thus, along with subjective norms, the positive attitude ultimately leads to consumer's intention to use Fashion Subscription-based Online Services (SOS) in Southeast Asia. Fashion

and Beauty industry companies can also utilize these insights to accurately predict the appropriate target market and have better understanding of consumers who have used this new, effortless, and convenient method of shopping