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ABSTRACT

Eva Norita Sihite (0606056392), *The Analysis Impact of Consumer Perception about E-commerce Toward To Purchase Intention of Product By Internet* at www.detik.com

X+96pages+3 Figures+5 Charts+26 Tables +8 Encloser+ bibliograhny (1991 – 2008)

Internet has been explorer in many ways, one of the internet function is used for the trade. For example, internet supports the small business so they can sell and promote their business to another world by the internet, beside that with using internet in trade system we can less, time, money and etc. that is how internet is so useful in trade system. This research is focuses in internet trade system as known E-commerce (Electronic Commerce).

Trade, can be call E-commerce if they have 2 condition : 1. the trade using online system and 2. There is exchange value, in this cases change value means, there is transaction.

Every people has different perception about E-commerce or Internet, the person who do not familiar with internet, think the internet only for rich people. And for the others one, who is used to internet think the other side, they can not live without it. So this research conclude 3 dimension of perception customer about E-commerce that can be effect to their purchases intention by internet are: trust, media advertising and personality.

This descriptive research using a survey method, with questionnaires. The target population of this research is every www.detik.com netters , both man and woman, in Jakarta. The number of sample taken is 100 with the purposive sampling.

Based on the data collected from samples in this research, I found that every dimension of perception (trust, media advertising and personality) has impact to purchases intention netters of detik.com, but the impact is not too significant. And the most significant that impact to purchases is trust.

From the statistics test based on the data collected from samples, it is found that the regression coefficient between perception and purchases intention at www.detik.com in this research is 0.435. The regression shows that there is a positive coefficient between perception and purchases at detik.com in this research. With that result, researcher suggest that detik.com should improve the advertising and maintain trust of customers if detik.com wants to keep up and increase amount netters in detik.com