

ABSTRACT

RELATION BETWEEN ONLINE SHOPPING ORIENTATION AND ONLINE PURCHASE INTENTION: STUDY IN JAKARTA 2016-2017

The growth of e-commerce in Indonesia is continuously increasing accompanied by the development of internet proven by the evident that the number of internet users in Indonesia grows by 10 percent during the last year and should the growth continues, it is predicted to be the world top 5. However, the number of internet user that utilize the access for online shopping is merely low compared to internet utilization for other needs because of numerous reasons that hamper the Indonesian netizen. This study was conducted to understand consumer behavior by studying the relationship of shopping orientation to online purchase intention, which is influenced by income and the level of involvement of durable goods. This research is a replication and development of previous studies by using a proportional quantitative survey method and the survey was spread amongst sample of population in Jakarta. Analysis were conducted using SEM technique and it is concluded that online impulse purchase, online shopping enjoyment/recreational orientation, online trust, and prior online purchase experience are significantly related to online purchase intention whilst quality orientation, brand orientation, and convenience orientation are not related. However, price orientation parameter is excluded from the conceptual framework since it shows unreliable and invalid indicators for this research.

Keywords: *online shopping orientation, online purchase intention, durable goods, income, level of involvement.*

ABSTRAK

HUBUNGAN ANTARA ORIENTASI BELANJA DENGAN KEINGINAN MEMBELI SECARA *ONLINE*: KAJIAN PADA KONSUMEN JAKARTA TAHUN 2016-2017

Pertumbuhan *e-commerce* di Indonesia terus meningkat diiringi oleh perkembangan *internet* yang terbukti dengan adanya pertumbuhan jumlah pengguna *internet* di Indonesia sebesar 10 persen dalam hampir 12 bulan terakhir dan diperkirakan akan mencapai peringkat 5 besar di dunia. Namun, penggunaan *internet* untuk kebutuhan belanja *online* masih sangat rendah bila dibandingkan dengan penggunaan internet untuk kebutuhan yang lainnya karena masih adanya berbagai alasan yang menghambat masyarakat. Penelitian ini dilakukan untuk memahami perilaku konsumen dengan melihat hubungan orientasi belanja terhadap keinginan membeli secara *online* yang dipengaruhi oleh faktor pendapatan (*income*) dan *level of involvement* dari suatu produk *durable goods*. Penelitian ini merupakan replikasi dan pengembangan dari penelitian-penelitian sebelumnya dengan metode survei kuantitatif dan *sample*/populasi di Jakarta secara proporsional. Analisis penelitian ini menggunakan teknik SEM dan ditemukan bahwa *online impulse purchase, online shopping enjoyment/recreational orientation, online trust, dan prior online purchase experience* memiliki hubungan yang signifikan terhadap *online purchase intention*. Sedangkan *quality orientation, brand orientation, dan convenience orientation* tidak. Dan *price orientation* terpaksa harus dieliminasi dari kerangka konseptual karena menunjukkan indikator-indikator yang tidak valid dan reliabel untuk penelitian ini.

Kata-kata kunci: *online shopping orientation, online purchase intention, durable goods, income, level of involvement.*