

ABSTRACT

ANTECEDENTS PURCHASE INTENTION THROUGH PORTAL ONLINE SHOPPING

The portal online shopping became new market competition that is online industry, because of growth technology .A lot of portal online shopping wants giving the best for consumers. Many of portal online shopping offers a variety of product or option. This aims to fulfill the various needs of consumers. The last few years portal online shopping still attractive to consumers, because shopping online can save the time. However, consumers still wary to shop in portal shopping online. This attract attention how consumer believe in particular portal online shopping and how far consumer trust wants to spend on particular portal online shopping. This is interesting to know, how consumers believe in particular portal online shopping and the extent to which consumer trust wants to spend on a particular online portal. The purpose of this study is to find out the antecedents interest and consumer trust in portal online shopping within the antecedent effect. By using theory of attitude to mapping for the research model. This research is quantitative and uses Y generation respondents: between 24 years to 40 years. 173 respondents collected by using snowball sampling. The data were analyzed using multiple regression and simple regression. The result of this research is perceived security / privacy has a big influence on trust, then sales promotion offering and personalized information. Customer reviews have an effect on trust after online store attributes. However, in this study found different results with the basic assumptions of research they are: (1) Familiarity has no influence on trust, but has a direct influence on purchase intention, (2) the dimension of online store attributes is website design quality has a direct influence on purchase intention without trust, (3) personalized information, sales promotion offering, customer review has influence on trust and purchase intention, (4) trust as mediator variable between: personalized information and purchase intention, sales promotion offering and purchase intention, customer review and purchase intention.

Keyword : portal shopping online, familiarity, online store attributes, customer review relevance, trust, purchase intention.

ABSTRAK

ANTESEDEN MINAT PEMBELIAN MELALUI PORTAL BELANJA ONLINE

Maraknya portal belanja online membuat persaingan pasar yang baru yaitu di industri online. Banyak dari portal belanja online menginginkan yang terbaik bagi konsumennya. Banyak dari industri portal belanja online menawarkan berbagai macam pilihan produk. Hal ini dilakukan untuk memenuhi kebutuhan konsumen yang beraneka ragam. Beberapa tahun ini portal belanja online masih diminati oleh konsumen, dikarenakan belanja online dapat menghemat waktu. Meskipun demikian, konsumen tetap waspada dalam belanja secara online. Hal ini menarik perhatian bagaimana konsumen percaya terhadap portal belanja online tertentu dan sejauhmana kepercayaan konsumen menginginkan belanja di portal online tertentu. Tujuan dari penelitian ini adalah untuk mengetahui *antecedents* dari minat pembelian online dan kepercayaan konsumen pada portal belanja online di dalam pengaruh *antecedent* tersebut. Dengan menggunakan teori *attitude* yang memayungi model penelitian. Jenis penelitian ini adalah kuantitatif dan menggunakan responden generasi Y: usia 24 tahun sampai 40 tahun. Responden terkumpul sebanyak 173 dengan menggunakan *snowball sampling*. Kemudian data dianalisis menggunakan regresi berganda dan regresi sederhana. Hasil dari penelitian ini adalah *perceived security/privacy* memiliki pengaruh yang cukup besar terhadap *trust*, kemudian *sales promotion offering* dan *personalized information*. *Customer review* memiliki pengaruh terhadap *trust* setelah *online store attributes*. Tetapi, di dalam penelitian ini menemukan hasil yang berbeda dengan asumsi dasar penelitian yaitu: (1) *Familiarity* tidak memiliki pengaruh terhadap *trust*, tapi memiliki pengaruh langsung terhadap *purchase intention*, (2) dimensi *online store attributes* yaitu *website design quality* memiliki pengaruh langsung terhadap *purchase intention* tanpa melalui *trust*, (3) *personalized information*, *sales promotion offering*, *customer review* memiliki pengaruh terhadap *trust* dan *purchase intention*, (4) *trust* sebagai variabel mediator antara: *personalized information* dan *purchase intention*, *sales promotion offering* terhadap *purchase intention*, *customer review* dan *purchase intention*.

Kata kunci : portal belanja online, *familiarity*, *online store attributes*, *customer review relevance*, *trust*, *purchase intention*