

ABSTRACT

The rapid growth of Internet users naturally increase the numbers of people who shop online. According to 2005 global survey by AC Nielsen, approximately 627 million people--one-tenth of world's population--has shopped online as of October 2005. Although there are no exact numbers of Indonesians who shop online, the survey concludes that there is an upward trend in global online shopping. That means there is also significant growth of Indonesian online shoppers each and every year.

This study is going to investigate further the perception of Indonesian Internet users toward Internet experience and perceived risk in online shopping. The primary data needed from the respondents of this study was collected using an online survey method with questionnaire as the instrument. The questionnaire, which covers three variables being discussed in this study: Internet Experience, Perceived Risks, and Online Shopping, was distributed via internet in order to be fulfilled by the respondents who have been selected in the previous sampling method.

A total of 278 active members participated in this research but only 252 responses were valid. Twenty six responses were excluded from this research because survey questions were not answered completely by respondents.

Based on the coefficient of regression (Beta), it could be seen that Internet experience positively influences online shopping while perceived risk negatively influences online shopping.

Keywords: e-commerce, online shopping

INTISARI

Pertumbuhan pengguna Internet yang pesat secara alamiah mempengaruhi jumlah orang yang berbelanja online. Menurut studi yang dilakukan oleh AC Nielsen pada tahun 2005, ada 627 juta orang yang telah berbelanja online per Oktober 2005. Survei tersebut juga menyimpulkan bahwa ada tren yang meningkat dalam budaya belanja online secara global. Hal ini berarti ada peningkatan pertumbuhan yang signifikan bagi orang Indonesia yang berbelanja online setiap tahunnya.

Penelitian ini akan mempelajari lebih lanjut persepsi dari masyarakat Indonesia dalam menyikapi resiko privasi dan keamanan dan pengaruhnya terhadap kegiatan belanja online. Data primer dikumpulkan dengan metode survei online dengan kuesioner sebagai instrument.

Kuesioner melingkupi tiga variabel yang diteliti: Internet Experience, Perceived Risk, dan Online Shopping didistribusikan secara online untuk diisi oleh responden yang dipilih berdasarkan metode sampling.

Ada 278 responden yang berpartisipasi, tapi hanya 252 yang memiliki respon valid. Dua puluh enam responden tidak dimasukkan ke dalam riset ini karena pertanyaan survei tidak dijawab secara keseluruhan oleh responden.

Berdasarkan hasil koefisiensi regresi (Beta), bias dilihat bahwa Internet experience berdampak positif terhadap belanja online, sementara perceived risk berdampak negatif.

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