

ABSTRACT

This study aims to determine the influence of perceived website reputation, relative advantage, perceived website image, and trust on attitude towards online shopping. The model of this study was tested through online questionnaire to 212 consumer who have experience buying clothing, shoes, and beauty categories in the last one year. This study use Partial Least Square (PLS) as data processing method.

The results show that trust, relative advantage, and perceived website image have a positive effect on attitude towards online shopping. Relative advantage and perceived website reputation have a positive effect on trust. Relative advantage is the most influential factor affecting attitude towards online shopping.

Keywords: Perceived Website Reputation, Relative Advantage, Perceived Website Image, Trust, Attitude towards Online Shopping



ABSTRAK

Penelitian ini menguji pengaruh reputasi situs yang dipersepsikan, keunggulan relatif, citra situs yang dipersepsikan, dan kepercayaan terhadap situs belanja daring. Model penelitian ini diuji dengan kuesioner daring terhadap 212 konsumen yang memiliki pengalaman membeli kategori produk pakaian, sepatu, dan alat kecantikan selama satu tahun terakhir. Penelitian ini menggunakan *Partial Least Square* (PLS) sebagai metoda pengolahan data.

Hasil menunjukkan bahwa kepercayaan, keunggulan relatif, dan citra situs yang dipersepsikan berpengaruh positif terhadap sikap belanja daring. Keunggulan relatif dan reputasi situs yang dipersepsikan berpengaruh positif terhadap kepercayaan. Keunggulan relatif merupakan variabel yang paling kuat mempengaruhi sikap belanja daring.

Kata kunci: Reputasi Situs, Keunggulan Relatif, Citra Situs, Kepercayaan, Sikap Belanja Daring.