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Pengaruh Orientasi Belanja, Ketertarikan terhadap Produk, Tipe Produk, Pengalaman Pembelian Online

dan Kepercayaan kepada Situs Web terhadap Niat Pembelian Secara Online

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *shopping orientation*, *product interest*, *product type*, *experience of online buying* dan *web-site trust* terhadap niat pembelian secara *online* di Indonesia. Manfaat penelitian secara khusus dapat digunakan oleh perusahaan-perusahaan *e-commerce* untuk mengelola bisnisnya lebih baik dan sesuai dengan yang dibutuhkan oleh konsumennya (*consumers oriented*).

Penelitian menggunakan kuesioner yang digunakan untuk mengukur *shopping orientation*, *product interest*, *experience of online buying*, *web site trust*, *product type*, niat beli secara *online* dan variabel-variabel demografik. Pelaksanaan survei meliputi survei melalui Internet dan survei secara langsung (tidak menggunakan Internet).

Menggunakan analisis regresi berganda penelitian ini menemukan bahwa tiga variabel bebas yaitu orientasi hiburan, *product interest* dan tipe produk *services* berpengaruh negatif terhadap niat beli secara *online*. Tiga variabel berikutnya yaitu orientasi kemudahan, pengalaman dalam berbelanja secara *online* dan kepercayaan terhadap suatu situs web terbukti berpengaruh positif terhadap niat beli secara *online*. Sedangkan tiga variabel bebas lainnya, yaitu orientasi pengalaman dalam berbelanja, tipe produk *search goods* dan tipe produk *experience goods* tidak terbukti secara signifikan mempengaruhi niat beli secara *online*. Dari analisis statistik dapat diketahui bahwa variabel kepercayaan (*trust*) mempunyai pengaruh paling besar terhadap niat pembelian melalui Internet.

Kata Kunci: *shopping orientation*, *product interest*, *product type*, *experience of online buying*, *web-site trust*, niat pembelian secara *online*.



This paper aimed to identify the effect of shopping orientation, product interest, product type, experience of online buying and web-site trust on intention to buy via online in Indonesia. This paper especially useful for e-commerce companies for better management that needed by its customers.

The instrument conducting in this research is questionnaire. Questionnaire used for examine shopping orientation, product interest, experience of online buying, web site trust, product type, intention to buy via online and demographic variables. Survey was done with two ways, via Internet and directly (without using Internet).

Using multiple regression analysis this research found that three independent variables: entertainment orientation, product interest and product type services have negative influence on intention to buy via online. The next three variables: convenience orientation, experience on online buying, and trust on website have positive effect on intention to buy via online. The last three independent variables, experiential orientation, product type search goods and experience goods have no significant effect on intention to buy via online. This research also found that trust have the biggest influence on intention to buy via online compare to other independent variables that mentioned in this paper.

Keywords: shopping orientation, product interest, product type, experience of online buying, web-site trust, intention to buy via online.