

INTISARI

Dewasa ini, terdapat sebuah fenomena yang menunjukkan bahwa semakin banyak peritel produk pakaian yang menggunakan internet untuk mempromosikan dan menjual produknya. Penelitian ini menguji apakah orientasi-orientasi konsumen dalam berbelanja pakaian (*brand/fashion consciousness, shopping enjoyment, price consciousness, convenience/time consciousness, shopping confidence, in home shopping tendency*), keinovatifan konsumen, pengalaman pembelian produk pakaian secara *online*, dan gender secara signifikan mempengaruhi dengan niat belanja produk pakaian secara *online*.

Data dikumpulkan melalui survei *online* terhadap populasi pengguna internet di Indonesia yang berusia 15 sampai dengan 30 tahun, yang telah membeli atau melihat-lihat produk pakaian melalui internet. Penelitian ini merupakan penelitian kuantitatif yang menggunakan *purposive sampling* dan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa beberapa orientasi belanja (*shopping enjoyment, price consciousness, in-home shopping tendency*), keinovatifan konsumen, pengalaman pembelian produk pakaian secara *online*, dan gender secara signifikan mempengaruhi niat belanja produk pakaian secara *online*. Selain itu, hasil yang mengejutkan menunjukkan bahwa dibandingkan dengan laki-laki, ternyata perempuan memiliki niat belanja produk pakaian secara *online* yang lebih rendah, walaupun hanya signifikan secara marjinal.

Kata kunci: orientasi belanja, keinovatifan konsumen, pengalaman pembelian, produk pakaian, niat belanja *online*.



ABSTRACT

Nowadays, many fashion retailers or marketers use the power of internet to promote and sell their products. This research examines the effects of consumers' shopping orientations (brand / fashion consciousness, shopping enjoyment, price consciousness, convenience / time consciousness, shopping confidence, in-home shopping tendency), consumer innovativeness, online purchase experience for fashion products, and gender on consumers' intention to shop for fashion products online.

Data were collected through online surveys from internet user's population in Indonesia, aged between 15 and 30 years old (generation Y), who had bought or browsed fashion products through internet (N=210). This research is a quantitative research which uses purposive sampling and multiple regression analysis.

Results show that the effects of several shopping orientations (shopping enjoyment, price consciousness, in-home shopping tendency), consumer innovativeness, online purchase experience for fashion products, and gender, are significant on consumers' intention to shop for fashion products online. Furthermore, gender is marginally significant related to consumer's intention to shop for fashion products online. Surprisingly, women tend to have lower intentions to shop for fashion products online compared to men.

Keywords: shopping orientations, consumer innovativeness, purchase experience, fashion, online shopping intention.