

INTISARI

Tujuan penelitian ini adalah untuk mengetahui tingkat minat dan tingkat keputusan konsumen dalam membeli sayuran dan buah secara *online*, mengetahui persepsi kemanfaatan, persepsi kemudahan, persepsi kepercayaan, persepsi pencegahan risiko, persepsi harga, pendapatan, *getok tular* elektronik, niat, dan keputusan konsumen dalam membeli sayuran dan buah secara *online*, mengetahui faktor-faktor yang memengaruhi niat konsumen dalam membeli sayuran dan buah secara *online*, dan untuk mengetahui pengaruh niat pembelian terhadap keputusan pembelian. Sampel sejumlah 146 konsumen dipilih secara *purposive sampling* yaitu pernah membeli sayuran dan buah secara *online* minimal satu kali. Pengambilan data menggunakan kuesioner yang disebar memanfaatkan *google form*. Metode analisis deskriptif merupakan metode dasar yang digunakan untuk menganalisis data. Metode analisis *Partial Least Square-Structural Equation Modeling* (PLS-SEM) digunakan untuk mengetahui pengaruh faktor-faktor yang diuji pengaruhnya pada tingkat signifikansi 1%, 5%, dan 10%. Beberapa ketentuan harus dipenuhi agar data dapat dianalisis yaitu validitas konvergen, validitas diskriminan, reliabilitas komposit, dan uji kecocokan model. Hasil semua pengujian menunjukkan model dapat diterima. Hasil analisis data menunjukkan tingkat minat konsumen tergolong tinggi dengan nilai 67,15% dan tingkat keputusan konsumen tergolong tinggi dengan nilai 76,85%. Indikator utama yang mendorong konsumen berniat membeli sayuran dan buah secara *online* yaitu adanya manfaat mencari informasi produk, mandiri dalam transaksi, identitas usaha disampaikan secara jujur, pengiriman pada alamat yang benar, harga sesuai manfaat, pendapatan yang diterima memungkinkan membeli *online* secara rutin, serta ulasan dan rekomendasi meningkatkan keyakinan membeli. Indikator utama niat pembelian yang mendorong konsumen membeli sayuran dan buah secara *online* yaitu minat eksploratif sedangkan pada proses keputusan pembelian adalah informasi memengaruhi konsumen untuk membeli. Faktor-faktor yang memengaruhi niat konsumen yaitu persepsi kemanfaatan, persepsi harga, pendapatan, dan *getok tular* elektronik, sedangkan faktor-faktor yang tidak berpengaruh yaitu persepsi kemudahan, persepsi kepercayaan, dan persepsi pencegahan risiko. Niat beli berpengaruh positif terhadap keputusan pembelian sayuran dan buah secara *online*.

Kata kunci : keputusan pembelian, niat pembelian, pembelian *online*, PLS

ABSTRACT

The research aims to determine the level of intention and level of consumers decision in buying vegetables and fruit by online, determine perceived of usefulness, perceived ease of use, perceived trust, perceived risk prevention, perceived price, income, electronic word of mouth, intention, and consumers purchase decision in buying vegetables and fruits by online, determine factors that influence consumers intention to buy vegetables and fruit by online, and to determine the effect of intention to buy on purchasing decision. A number of 146 consumers, having criteria of which ever bought vegetables and fruit by online at least once, was purposively selected as samples. Data collected using a questionnaire distributed using Google Form application. Descriptive analysis method is the basic method used to analyze data. Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis method was used to determine the effect of factors that were tested for influence at a significance level of 1%, 5%, and 10%. Several requirements have to be fulfilled before data can further be analyzed, those are the convergent validity, the discriminant validity, the composite reliability, and the goodness of fit. The results of all tests indicate that the model were acceptable. The results of data analysis show that the level of consumers intention to buy is high with a value of 67.15% and the level of consumers purchasing decision is also high with a value of 76.85%. The main indicators that encourage consumers to buy vegetables and fruits by online are the benefit of seeking product information, being independent in transaction, business identity being honestly delivered, delivery at the right address, price according to benefit, income received allowing to buy online routinely, review and recommendation increase buying confidence. The main indicator of intention that encourages consumers to buy vegetables and fruit by online is explorative intention while in the purchasing decision process is information influence consumers to buy. Factors that influence consumers intention to buy are perceived usefulness, perceived price, income, and electronic word of mouth, while factors that are not influence are perceived ease of use, perceived trust, and perceived risk prevention. Intention to buy has a positive effect on the purchasing decision of vegetables and fruit by online.

Keywords: intention to buy, online purchasing, PLS, purchasing decision