

## INTISARI

Belanja dapat dilakukan secara *offline* dan *online*. Teknologi informasi yang terus berkembang serta peningkatan kepemilikan gadget di masyarakat menyebabkan pergeseran gaya hidup masyarakat dalam memilih cara belanja. Semula masyarakat cenderung belanja dengan mengunjungi toko, kini beralih gemar belanja *online*. Kegemaran masyarakat belanja *online* memberikan efek negatif terhadap pendapatan pelaku usaha *offline* yang mengalami penurunan. Walaupun pertumbuhan belanja *online* berdampak negatif terhadap pendapatan toko *offline*, tetapi memberikan dampak positif untuk pertumbuhan sektor logistik. Sektor logistik mengalami peningkatan karena pelaku usaha *online* yang mengirimkan dagangan mereka kepada konsumen dengan layanan *Last Mile Delivery* (LMD). Layanan LMD yang sering digunakan adalah *Attended Home Delivery* (AHD) yang mana paket langsung dikirim ke rumah konsumen. Layanan AHD menimbulkan dampak negatif yaitu peningkatan kepadatan lalu lintas dan polusi. Pelaku logistik telah melakukan beragam inovasi untuk mengurangi dampak negatif layanan AHD sekaligus memudahkan, memanjakan, dan mempercepat konsumen menerima paket. Inovasi yang telah dikembangkan untuk mengurangi dampak negatif layanan AHD salah satunya dengan *Self-Collecting Delivery* (SCD), tetapi masyarakat masih gemar menggunakan layanan *Attended Home Delivery* (AHD) dibandingkan layanan *Self-Collecting Delivery* (SCD).

Terdapat dua penelitian dalam Skripsi ini yaitu penelitian untuk mengetahui faktor – faktor yang mempengaruhi perilaku konsumen memilih cara belanja dan penelitian preferensi konsumen memilih layanan *Last Mile Delivery* (LMD). Survey dilakukan kepada 328 responden yang tersebar di Provinsi Banten, D.K.I Jakarta, Jawa Barat, Jawa Tengah, D.I. Yogyakarta, dan Jawa Timur. Penelitian perilaku konsumen memilih cara belanja di analisis menggunakan *Structural Equation Model* (SEM) sedangkan untuk analisis preferensi konsumen memilih layanan LMD dilakukan menggunakan teori Multiatribut Fishbein.

Penelitian ini membuktikan bahwa perilaku konsumen berbelanja *offline* dipengaruhi oleh *behavioural intention*, *perceived satisfaction*, *effort expectancy*, *performance expectancy*, *hedonic motivation*, dan *facilitating condition*, sedangkan untuk perilaku konsumen belanja *online* dipengaruhi oleh *behavioural intention*, *hedonic motivation*, *effort expectancy*. Untuk preferensi konsumen terhadap layanan LMD masyarakat lebih merasa penting dan percaya terhadap layanan AHD dari pada layanan SCD.

Kata Kunci : Perilaku Konsumen, Preferensi Konsumen, Belanja *Offline*, Belanja *Online*, *Last Mile Delivery*, *Structural Equation Model*, Multiatribut Fishbein.

## ABSTRACT

*Shopping can be done by either offline or online way. Information technology that continues evolving and the increasing ownership of gadgets in society causes a shift in people's lifestyles to choose the way they shop. Initially people tend to shop by visiting stores directly, but now switch to fond shopping online. The fondness of the online shopping community has given a negative effect towards the declining income of offline businesses, they are decreasing. Although the growth of online shopping has a negative impact on offline stores' revenue, it has a positive impact on the growth of the logistics sector. The logistics sector has been increasing because of online businesses that are sending their commodities to consumers with the Last Mile Delivery (LMD) service. The LMD service that is often used is Attended Home Delivery (AHD) which sends packages directly to consumers' homes. AHD services cause an increase in traffic density and pollution. Logistics players have done a variety of innovations to reduce the impact of AHD services while simultaneously facilitating, cossetting, and accelerating consumers to receive packages. One of the Innovations that have been developed to reduce the negative impact of AHD services is Self-Collecting Delivery (SCD), but people are still fond of using the Attended Home Delivery (AHD) service compared to the Self-Collecting Delivery (SCD) service.*

*There are two studies in this thesis, namely research to find out the factors that influence consumers behaviors choosing their preferred shopping methods and research related to consumer preferences for choosing the Last Mile Delivery (LMD) service. A survey related to this study was conducted on 328 respondents from Banten area, D.K.I Jakarta, West Java, Central Java, D.I. Yogyakarta, and East Java. The research on consumers behavior choosing the way of shopping is analyzed using the Structural Equation Model (SEM) while for the analysis of consumer preferences choosing LMD services is carried out using the Multi-Attribute Fishbein Theory.*

*This research proves that consumer shopping offline behavior is influenced by behavioral intention, perceived satisfaction, effort expectancy, performance expectancy, hedonic motivation, and facilitating conditions, whereas for online shopping consumer behavior is influenced by behavioral intention, hedonic motivation, effort expectancy. For consumer preferences for LMD services, people feel more important and trust in AHD services than SCD services.*

**Keywords:** Consumer Behavior, Consumer Preferences, Offline Shopping, Online Shopping, Last Mile Delivery, Structural Equation Model, Multi-Attribute Fishbein.