



PENGARUH NORMA SUBJEKTIF DAN PENGALAMAN BERBELANJA

TERHADAP NIAT BELI DALAM KONTEKS *WEBSITE* DENGAN

PERSONALISASI

INTISARI

Kemajuan teknologi internet memberikan dampak positif terhadap penggunaan suatu situs jual beli. Besarnya transaksi jual beli secara *online*, sejalan dengan pertumbuhan penjual *online shop*, sehingga memunculkan persaingan antar situs jual beli online yang akhirnya mendorong adanya *competitive advantage*. Salah satu strategi untuk memenangkan persaingan adalah memberikan fitur pada situs. Salah satu fitur yang diterapkan adalah personalisasi. Penelitian ini menganalisis akseptasi fitur personalisasi dengan objek adalah pengguna situs jual beli online dengan fitur personalisasi dan memiliki tujuan menemukan bukti empiris mengenai adanya pengaruh norma subjektif, pengalaman berbelanja, persepsi kegunaan, persepsi kemudahan, persepsi kesenangan serta kepercayaan dalam mendorong niat beli. Penelitian ini menggunakan data primer yang diperoleh dengan metode survei dan data responden yang valid berjumlah 306. Analisis data dilakukan dengan *Structural Equation Model* (SEM) menggunakan AMOS 19. Hasil penelitian ini menemukan bahwa persepsi kemudahan, persepsi kesenangan dan kepercayaan memiliki pengaruh signifikan terhadap niat beli. Persepsi kegunaan tidak memiliki pengaruh signifikan terhadap niat beli karena seseorang lebih tertarik pada barang atau jasa yang ditawarkan pada situs daripada fitur yang dihadirkan. Norma subjektif, pengalaman berbelanja utilitarian memiliki pengaruh signifikan terhadap persepsi kemudahan, persepsi kegunaan, persepsi kesenangan dan kepercayaan. Pengalaman berbelanja hedonisme memiliki hubungan signifikan dengan persepsi kemudahan dan persepsi kesenangan, sedangkan terhadap persepsi kegunaan dan kepercayaan memiliki hubungan negatif.

Kata Kunci: *Personalisasi, Technology Acceptance Model (TAM), Theory Planned Behaviour (TPB), norma subjektif, utilitarian, hedonisme, persepsi kegunaan, persepsi kemudahan, persepsi kesenangan, kepercayaan.*



**THE EFFECT OF SUBJECTIVE NORM AND SHOPPING EXPERIENCE TOWARD
INTENTION TO BUY IN THE CONTEXT OF THE WEBSITE WITH
PERSONALIZED**

ABSTRACT

Advancement in information technology, particularly the internet, affect the utilization of trading web sites in a positive way. The magnitude of online transaction is in line with the growth of online shop merchant, thus inflicting competition between trading web sites which eventually promote competitive advantage. One of the strategies to win the competition is by adding features on the web site. One of the features exercised is personalization. This research analyzes the acceptance of personalization feature to the object, of which is the user of the trading web sites who uses personalization feature, and have the objective of finding empirical evidence in regards to any effect from subjective norm, shopping experience, perceived utility, perceived convenience, perceived enjoyment, and trust in stimulating buying intent. This research used primary data acquired by survey method and valid respondent data amounting to 306 data. Data analysis exercised with Structural Equation Model (SEM) using AMOS 19. Result of this research found that perceived convenience, perceived enjoyment, and trust have significant effect to buying intent. While perceived utility does not have significant effect to buying intent because someone is more interested in the products or services offered on the web site rather than the available features on the web site. Subjective norm, utilitarian shopping experience have significant effect to perceived convenience, perceived enjoyment, and trust. Hedonist shopping experience has significant effect to perceived convenience and perceived enjoyment, whereas it has negative effect to perceived utility and trust.

Keywords: Personalization, Technology Acceptance Model (TAM), Theory Planned Behaviour (TPB), subjective norm, utilitarian, hedonism, perceived utility, perceived convenience, perceived enjoyment, trust, buying intent.