

## INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana motivasi berbelanja dalam jaringan yang dimiliki konsumen, yaitu kegunaan berbelanja daring persepsian, kemudahan penggunaan berbelanja daring persepsian, dan kesenangan berbelanja daring persepsian mampu mempengaruhi niat berbelanja daring konsumen, yang hubungannya dimediasi oleh sikap konsumen pada berbelanja daring dan dimoderasi oleh faktor situasional konsumen. Penelitian ini merupakan penelitian kuantitatif yang menggunakan teknik pengambilan *non-probability sampling* dengan tipe *purposive sampling*. Terdapat 226 responden dalam penelitian ini, dengan proses pengambilan data menggunakan kuesioner dengan skala *likert* 1-5 yang disebar dalam jaringan. Pengolahan data pada penelitian ini menggunakan metode *Partial Least Square* (PLS) dengan piranti lunak SmartPLS v3.2.4.

Ketujuh hipotesis yang diajukan dalam penelitian ini terdukung. Hasil penelitian ini menunjukkan bahwa kegunaan berbelanja daring persepsian, kemudahan penggunaan berbelanja daring persepsian, dan kesenangan berbelanja daring persepsian mampu mempengaruhi niat berbelanja daring konsumen, dimana sikap pada berbelanja daring yang dimiliki oleh konsumen memediasi ketiga variabel tersebut terhadap niat berbelanja daring konsumen. Faktor situasional yang dimiliki oleh konsumen juga ditunjukkan mampu memoderasi hubungan antara sikap pada berbelanja daring konsumen terhadap niat berbelanja daring konsumen.

Kata kunci : kegunaan berbelanja dalam jaringan persepsian, kemudahan penggunaan berbelanja daring persepsian, kesenangan berbelanja daring persepsian, sikap pada berbelanja daring, faktor situasional, niat berbelanja daring

## **ABSTRACT**

This research aims to examine how consumers' online shopping motivation, which are perceived online shopping usefulness, perceived online shopping ease of use, and perceived online shopping enjoyment are able to affect consumers' online shopping intention, which its relationships are mediated by consumers' attitude towards online shopping and consumers' situational factor as well. It is a quantitative research using non-probability sampling with purposive sampling type. There are 226 respondents included in this research, which are the data was obtained by 1-5 likert scale questionnaire, distributed online. Data processing method used in this research is Partial Least Square (PLS) with software SmartPLS v3.2.4.

There are seven hypotheses in this research which are all supported. The result from this research shows that perceived online shopping usefulness, perceived online shopping ease of use, and perceived online shopping enjoyment are able to affect consumers' online shopping intention, where consumers' attitude towards online shopping is mediating the relationship between those three variables toward consumers' online shopping intention. Consumer's situational factor is also shows that it is moderating the relationship between attitude towards online shopping and online shopping intention.

Keywords : perceived online shopping usefulness, perceived online shopping ease  
ofuse, perceived online shopping enjoyment, attitude towards online shopping,  
situational factor, online shopping intention