

**Perilaku konsumen online di Indonesia terhadap pembelian produk fashion studi kasus pada situs belanja online www zalora co id =
Online consumer behavior in Indonesia in purchasing fashion product
online case study of online shopping site www zalora co id**

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Abstrak

Penelitian ini berangkat konsep consumer behavior dan perkembangannya menjadi online consumer behavior karena kemunculan ecommerce. Pada penelitian ini, peneliti mencari faktor yang mempengaruhi perilaku pembelian online untuk prouk fashion di Indonesia dengan menggunakan theory of planned behavior. Penelitian ini menggunakan online survey untuk mengumpulkan data dan menggunakan metode analisis Partial-least Square. Dari hasil analisis data penelitian, peneliti menemukan bahwa behavioral intention memiliki pengaruh positif yang signifikan terhadap actual behavior dan attitude memiliki pengaruh yang positif dan signifikan terhadap behavioral intention. Sehingga dapat ditarik kesimpulan bahwa tingginya online purchase intention memengaruhi online purchase dan sikap (attitude) konsumen terhadap online purchase yang semakin positif memengaruhi tingginya online purchase intention

.....This study arises from the concept of consumer behavior and its development from offline to online because of the emergence of e-commerce. This study seek to discover the determinant factors on online purchasing behavior for fashion products in Indonesia by applying the Theory of Planned Behavior. In collecting the data for the study, researcher used the technique of online survey and in analyzing it, researcher used Partial-Least Squares method. The result of the data analysis shows that behavioral intention positively and significantly influence the actual behavior, and attitude positively and significantly influence the behavioral intention. Thus, this study concludes that the stronger the online purchase intention is, the more likely the consumer to execute the behavior. And the more positive the consumer's attitude toward online purchase is, the higher the online purchase intention will be.