

Analisis pengaruh functional performance usefulness hedonic performance enjoyment product risk dan internet usage terhadap online purchase intensity pada early adopters dan late adopters = The effect of functional performance usefulness hedonic performance enjoyment product risk and internet usage towards online purchase intensity on early adopters and late adopters / Anas Wicaksono

Anas Wicaksono, author

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Abstrak

ABSTRAK
Zaman yang serba modern dan cepat mengubah cara masyarakat dalam beraktivitas tidak terkecuali dalam aktivitas belanja. Perkembangan teknologi internet dan mobile applications yang terdapat pada telepon pintar membuat aktivitas belanja menjadi mudah dengan metode belanja secara online atau biasa disebut e-commerce. Berbagai kemudahan yang ditawarkan oleh e-commerce membuat pergeseran gaya hidup berbelanja semakin terlihat terutama untuk produk fashion. Penelitian ini memiliki tujuan menganalisis pengaruh functional performance/usefulness, hedonic performance/enjoyment, product risk, dan internet usage terhadap online purchase intensity kelompok early adopters dan late adopters. Sampel yang terlibat di dalam penelitian ini adalah konsumen yang pernah berbelanja secara online minimal satu kali dalam 6 (enam) bulan terakhir. Data diolah dengan menggunakan metode structural equation modelling. Penelitian ini membuktikan bahwa functional performance/usefulness dan internet usage memiliki pengaruh positif yang signifikan terhadap online purchase intensity. Namun, pada hedonic performance/enjoyment dan product risk tidak terbukti bahwa kedua variabel tersebut memiliki pengaruh positif terhadap online purchase intensity.

ABSTRACT
Modern era and fast paced changing the way of people activity including shopping activity. Development of internet technology and mobile applications contained on the smart phone make the shopping activity becomes easier with online shopping methods or so called e-commerce. Various facilities offered by the ecommerce make shopping lifestyle shift increasingly visible mainly for fashion products. This research has the purpose to analyze the effect of functional performance / usefulness, hedonic performance / enjoyment, product risk, and internet usage towards online purchase intensity on early adopters and late adopters. Samples were involved in this study is a consumers that have ever shopped online at least once in 6 (six) months. The data is processed by using structural equation modelling. This study proves that functional performance/usefulness and internet usage has a significant positive effect on online purchase intensity. However, the hedonic performance/enjoyment and product risk is not evident that these two variables have a positive effect on online purchase intensity.