

Analisis perilaku konsumen terhadap pembelian handphone melalui e-commerce mobile application = Analysis consumer behavior toward mobile phone purchasing via e-commerce mobile application

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Abstrak

Terjadi peningkatan pembelian mobile phone melalui e-commerce mobile apps. Tujuan dari penelitian ini adalah menganalisis hubungan perilaku konsumen terhadap pembelian handphone melalui e-commerce mobile application. Metode yang digunakan adalah integrasi TAM dan IDT yaitu menghubungkan Kegunaan, Kemudahan Penggunaan dan Kompatibilitas dengan Sikap terhadap Penggunaan dan Kepuasan Konsumen. Teknik sampling menggunakan nonprobability sampling dengan cara purposive sampling dan snowballing. Jumlah sampel sebanyak 120 responden.

Hasil penelitian menunjukkan terdapat pengaruh positif dari Kegunaan, Kemudahan Penggunaan dan Kompatibilitas terhadap Sikap pada Penggunaan Mobile Application. Kegunaan tidak berpengaruh terhadap Kepuasan Konsumen. Kemudahan Penggunaan berpengaruh positif terhadap Kepuasan Konsumen. Kemudahan Penggunaan berpengaruh positif terhadap Kegunaan aplikasi Mobile. Sikap berpengaruh positif terhadap Kepuasan Konsumen.

There are increase in e commerce through mobile phone mobile application purchases. Purpose of this Research is analyzing the relationship consumer behaviour towards mobile phone purchasing through e commerce mobile applications. The method used is integrase TAM and IDT Which connects perceived Usefulness, perceived Ease of Use, Cognition of Compatibility to Attitudes toward Using and Customer Satisfaction. The sampling technique using sampling nonprobability with purposive sampling and snow bowling. The number of respondent contribute is 120 respondent.

Research shows influences of positive perceived Usefulness, perceived Ease of Use, and compatibility on Attitudes Toward Mobile Applications. Perceived Usefulness NOT affect Customer Satisfaction. Perceived Ease of USE positive influence on Customer Satisfaction. Perceived Ease of USE has positive effect on perceived Usefulness of Mobile Applications. Attitude toward Using has positive influence on Customer Satisfaction.