

## Perbandingan intensi pembelian produk Islamic fashion pada situs e-commerce konvensional dan e-commerce Islam = Consumer purchase intention of Islamic fashion products on conventional e-commerce vs. Islamic e-commerce

Salma Amelia Dina, author

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### Abstrak

Penelitian ini bertujuan untuk mengetahui perbandingan intensi pembelian konsumen produk Islamic fashion pada situs e-commerce dan e-commerce Islam dilihat dari sisi transaction-related services dan pre-purchase services seperti billing and paying mechanism, delivery arrangement, security and privacy, product pricing, support of product search and evaluation, dan web appearance. Data diperoleh dari penyebaran kuesioner kepada 318 responden wanita muslim konsumen produk Islamic fashion berusia minimal 17 tahun yang pernah melakukan pengalaman online pada situs Zalora dan Hijup. Analisis data dilakukan melalui analisis deskriptif dan partial least squares menggunakan Smart PLS 2.0. Hasil penelitian menunjukkan bahwa situs e-commerce dan e-commerce Islam signifikan berbeda dan konsumen masih cenderung memilih e-commerce dalam pembelian produk Islamic fashion.

*This study aims to determine the comparison of consumer purchase intention of Islamic fashion products on conventional e commerce and Islamic e commerce in terms of transaction related services and pre purchase services such as billing and paying mechanism, delivery arrangement, security and privacy, product pricing, support of product search and evaluation, and website appearance. Data obtained from 318 respondents aged at least 17 year old Muslim women who have done online experience on Zalora and Hijup web sites. Data was performed by descriptive analysis and partial least squares using Smart PLS 2.0. The results indicates that conventional e commerce and Islamic e commerce are significantly different and consumer still tend to choose conventional e commerce in purchasing Islamic fashion products.*