

## Analisis online purchase intention situs e-commerce pada konsumen generasi x = Analysis of online purchase intention of e-commerce on generation x consumers

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### Abstrak

Penelitian ini berfokus pada intensi pembelian konsumen generasi X yang sebagian besar memiliki daya beli yang kuat. Berdasarkan sampel 190 responden generasi X di Indonesia, peneliti menguji pengaruh variabel personal awareness of security, personal innovativeness, perceived ease of purchasing, dan perceived usefulness terhadap online purchase intention dengan menjadikan variabel attitude towards online purchase dan habitual online usage sebagai variabel mediasi dan menggunakan metode analisis data berbasis structural equation modelling SEM. Hasilnya, nilai personal awareness of security yang rendah menunjukkan kekhawatiran konsumen generasi X terhadap situs e-commerce, lalu personal innovativeness dan perceived usefulness menjadi faktor penting yang menentukan intensi pembelian online, sedangkan perceived ease of purchasingnya berpengaruh secara langsung terhadap intensi pembelian online tanpa dimediasi oleh kedua variabel mediasi. Temuan dalam penelitian ini diharapkan memiliki implikasi bagi para peneliti, pelaku bisnis e-commerce dan pihak ritel dengan target di segmen generasi X, di mana harapannya adalah mereka mampu memahami secara lebih baik karakteristik target konsumennya dan dapat merumuskan strategi online yang lebih baik.

*This study focuses on the intention of purchasing of consumer generation X which mostly have a strong purchasing power. Based on a sample of 190 respondents of generation X consumers in Indonesia, the researcher examined the effect of personal awareness of security, personal innovativeness, perceived ease of purchasing, and perceived usefulness toward online purchase intention by making the attitude towards online purchase and habitual online usage as mediator variables and using SEM based data analysis method. As a result, the low personal awareness of security pointed to the worries of generation X consumers on e commerce, on the other hand personal innovativeness and perceived usefulness became important factors in determining online purchasing intention, while perceived ease of purchasing affects directly the intention of online purchase without any mediation on both mediator variables. The findings in this study are expected to have implications for researchers, e commerce and retailers with a target in the generation X consumers, with expectations that they get better understanding of the characteristics of their target customers thus they can formulate better online strategies.*