

Pengaruh perilaku konsumen dalam kegiatan shopping cart abandonment pada e-commerce = The impact of consumer behavior in shopping cart abandonment activities on e-commerce

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20482925&lokasi=lokal>

Abstrak

Penelitian ini berfokus pada pengaruh dari perilaku konsumen dalam kegiatan berbelanja online melalui ecommerce yang mengarah pada pengabaian keranjang belanja. Penelitian diukur melalui variabel-variabel yang mempengaruhi perilaku konsumen baik dari sisi ecommerce maupun internal konsumen. Penelitian ini menggunakan desain penelitian conclusive causal dan single cross sectional dengan total 216 responden. Pengolahan data menggunakan Partial Least Square Sequential Equation Modeling (PLS-SEM) dengan menggunakan SmartPLS 3. Hasil penelitian menunjukkan bahwa push factors lebih mempengaruhi perilaku konsumen, sedangkan pull factors tidak memiliki pengaruh pada perilaku konsumen.

The focus of this study is the impact of consumer behavior in online shopping activities through e-commerce that lead to shopping cart abandonment. This study measured by variables that have several impacts in consumer behavior both by the ecommerce (pull factors) and the consumers itself (push factors). This study used conclusive causal and single-cross sectional research design, with 216 respondents obtained. The data processing was done by Partial Least Square Sequential Equation Modeling (PLS-SEM) with SmartPLS 3 software. The result showed that push factors have impact on consumer behavior, while the pull factors do not have impact on consumer behavior.