

Analisis pengaruh hedonic shopping value terhadap attitude towards online purchasing dan discounted product purchase intention studi kasus: harbolnas ecommerce = An analysis of the effect of hedonic shopping value on attitude towards online purchasing and discounted product purchase intention: case study: harbolnas ecommerce

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Abstrak

Penelitian ini membahas mengenai hedonic shopping value yang terdiri dari novelty, fun, escapism, dan praise terhadap sikap konsumen terhadap kegiatan belanja online atau attitude toward online purchasing dan intensi pembelian produk diskon atau discounted product purchase intention dalam konteks single days discount atau biasa disebut dengan Harbolnas di Indonesia. Penelitian ini melaksanakan survei kepada 229 responden dari kelompok umur yang lahir pada tahun 1968 hingga 2006 dan berdomisili di Jabodetabek (Jakarta, Bogor, Depok, Tangerang, dan Bekasi). Metode penyebaran kuesioner dilakukan secara online menggunakan Google Form dan dianalisis menggunakan Structural Equation Modelling (SEM) dengan software pengolahan data LISREL 8.51. Hasil penelitian menunjukkan bahwa dalam attitude toward online purchase, variabel yang terbukti signifikan memengaruhi terdiri dari novelty, fun, praise, dan juga escapism. Dalam discounted product purchase intention, variabel attitude toward online purchase terbukti signifikan memengaruhi.

.....This study investigated hedonic shopping value consisting of novelty, fun, escapism, and praise on consumer attitudes towards online purchasing activities and discounted product purchase intentions in the context of single days discount or commonly referred to as Harbolnas in Indonesia. This study conducted a survey of 229 respondents from age group born from 1968 to 2006 and domiciled in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi). The method of distributing questionnaires is done online using Google Form and analyzed using Structural Equation Modeling (SEM) with data processing software LISREL 8.51. The results of this study shows that in attitude toward online purchases, the variables that have been shown to have a significant influence consist of novelty, fun, praise, and also escapism. In discounted product purchase intention, the attitude toward online purchase is proven to have a significant influence.