



Hak cipta dilindungi Undang-Undang

SUMMARY

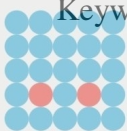
RACHMAT AGUSTIAN. Purchase Decision-Making Model via Online (Case study of www.bhinneka.com). Supervised by UJANG SUMARWAN and RITA NURMALINA.

The development of today's internet users reached 2,4 billion users, or $\pm 34,3\%$ of the world total population which is 7 billion, supported by the ability of the internet as a medium of communication (sending email, chatting, etc), receipt of information, and information retrieval (the ability of world wide web or www). Companies or organizations looking at this to improve their abilities and sophistication of business communication and its abilities to share information by creating the dot com (.com) domain website, one of the largest Indonesia ecommerce website are bhinneka.com.

The purpose of this study is to analyze the factors that can influence a person to purchase via online, especially on bhinneka.com sites. Selection of bhinneka.com sites as a research site because it has a good level for searching site through search engines (The Web Information Company 2012) among other ecommerce sites in Indonesia that are incorporated into the Indonesian ecommerce association (idEA). In addition, there are many visitors still purchase on bhinneka.com sites although the price shown more expensive than when compared to other ecommerce sites.

This study involved 265 respondents, who meet the criteria such as ever make online purchases at least once in the past year on bhinneka.com site on electronic products, computer and accessories, and gadget and cameras. Data processing in this study using SEM analysis of variance-based called partial least square (PLS) and analysis of frequency in a creation of frequency table to see the value index of each indicator in attributes used. Based on the results, obtained the factors that predispose a person to purchase online on bhinneka.com sites, such as 1) the attributes of marketing mix, that is a) the existence of a promo like "hot sale, midnight sale, harga rebutan, sabar atau sikat, free movie voucher, etc" and b) the fame of products sold, and 2) the quality attributes of interaction, that is a) a sense of security created by the bhinneka.com sites, so that visitors trust to provide the personal information required to online purchase process, b) given the personalized space with the help of an online chat sales person who can help visitors to provide information and assist in the purchase process, and c) a sense of believe that the goods will be delivered, it is seen from the cooperation with two delivery service companies such as TIKI and JNE.

Keywords: ecommerce, bhinneka.com, SEM, partial least square, frequency analysis, index value, marketing mix, webqual, site's credibility.



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