

## ABSTRAK

### ANALISIS PERILAKU KEINGINAN BERBELANJA MELALUI MEDIA INTERNET DI KALANGAN PENGGUNA INTERNET

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Penelitian ini bertujuan untuk mengetahui 1) apakah terdapat pengaruh faktor sikap terhadap perilaku keinginan berbelanja melalui Internet, dan 2) apakah terdapat pengaruh faktor norma subyektif terhadap perilaku keinginan berbelanja melalui Internet.

Pengumpulan data lewat metode kuesioner. Data tersebut diolah dan diuji validitas dan reliabilitasnya dengan menggunakan metode statistik korelasi product moment dan Spearman Brown. Kemudian untuk menganalisis data tersebut digunakan analisis regresi berganda.

Hasil penelitian menunjukkan bahwa sikap mempunyai pengaruh positif terhadap perilaku keinginan berbelanja melalui Internet dan norma subyektif juga mempunyai pengaruh positif terhadap perilaku keinginan berbelanja melalui Internet. Hal ini dapat dilihat dari hasil R square, uji F, dan uji t. R square 30,6%,  $F_{hitung}$  (21,378) lebih besar dari  $F_{tabel}$  (3,090). Untuk variabel sikap  $t_{hitung}$  ( 3,009) lebih besar dari  $t_{tabel}$  (1,985) dan variabel norma subyektif  $t_{hitung}$  (5,036) lebih besar dari  $t_{tabel}$  (1,985).

## ABSTRACT

### ANALYSIS OF INTENTION BEHAVIOR TO PURCHASING VIA INTERNET IN INTERNET USERS

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The purpose of this research was 1) to identify the effect of attitude factor toward the intention behavior to use the Internet for purchasing, and 2) to identify the effect of subjective norm factor toward the intention behavior to purchasing via Internet.

The data were gained through questionnaires. All data processed and tested by product moment correlation and Spearman Brown statistics method to have validity and reliability value, then multiple regression was used to analyse it.

The results showed that attitude have positive effect toward the intention behavior to purchasing via Internet and norm subjective also have positive effect toward the intention behavior to purchasing via Internet. It can be seen from R square, F test, and t test result. R square 30,6% and  $F_{test}$  (21,378) is larger than  $F_{table}$  (3,090). For attitude variable  $t_{test}$  (3,009) is larger than  $t_{table}$  (1,985) and subjective norm  $t_{test}$  (5,036) is larger than  $t_{table}$  (1,985).