

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KONSUMEN DALAM PEMBELIAN PRODUK MELALUI INTERNET Studi Kasus Dagadu Website

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Penelitian ini bertujuan untuk mengetahui (1) profil konsumen yang pernah melakukan pembelian produk dagadu melalui internet dan (2) faktor yang paling penting bagi pertimbangan konsumen dalam melakukan pembelian melalui internet dan (3) sikap konsumen terhadap faktor-faktor yang diteliti dalam pembelian produk melalui internet serta (4) apakah ada perbedaan sikap konsumen terhadap faktor-faktor yang diteliti dilihat dari penghasilan dan pekerjaan.

Pengumpulan data lewat metode kuesioner, wawancara. Semua data dianalisis dengan metode rata-rata, prioritas kepentingan, *Multiattribute Attitude Model*, dan *Chi-Square*.

Berdasarkan hasil penelitian menunjukkan bahwa : 1) Berdasarkan jenis kelamin, pria lebih banyak dari pada perempuan. Menurut usia, konsumen responden berusia diantara 20-34 tahun. Menurut pendidikan terakhir sebagian besar adalah tamatan smu. Menurut status pekerjaan didominasi oleh mahasiswa. Menurut tingkat penghasilan/uang saku berkisar antara Rp. 500.000 – Rp. 1.000.000,-. Menurut status perkawinan responden sebagian besar belum menikah. Menurut alasan melakukan pembelian responden menyatakan mudah, praktis, dan cepat. 2) Faktor yang paling bagi konsumen dalam melakukan pembelian melalui internet adalah mudah diakses dengan bobot sebesar 18,18%. 3) Sikap konsumen terhadap faktor-faktor yang di teliti adalah baik dengan total sikap konsumen sebesar 106,4364. 4) Secara umum tidak ada perbedaan sikap konsumen.

ABSTRACT

ANALYSIS ON THE FACTORS THAT INFLUENCE THE CONSUMER IN DOING E-COMMERCE

Case study of Dagadu Website

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The objective of this observation were to reveal (1) customer profiles who ever bought the products of dagadu through the internet, (2) the most important consideration for customers in franchising through the internet, (3) customer attitudes toward the analyzed subject in doing e-commerce, and (4) the distinctions on the customer attitude toward the analyzed factors as the reflection of the personal income and occupation.

The data were gained through questionnaire and interview. The data were analyzed by mean method, interest priority, Multiattribute Attitude model, and Chi-Square.

The analysis showed that (1) Based on sexual classification, men tend to do such action. Based on the customer age, the respondents are between 20-34 years old. Based on educational background, most of the customers are graduated from senior highschool. Based on the occupation, most of the customers are college students. Based on personal income, the income are between Rp 500.000 – Rp 1.000.000. Based on marital status, most of the customers are single. Their reasons of doing the e-commerce are easy, practical, and fast (2) 18,18% of the respondents said that the most important consideration in doing e-commerce was that it is easily accessed (3) customer attitude toward the analyzed subject were mostly good with total attitudes rate 106.4364 (4) in general there was no distinction on the customer attitude.