

ABSTRAK

PENGARUH PERBEDAAN SIKAP KONSUMEN TERHADAP *GADGET ONLINE SHOP* DAN *FASHION ONLINE SHOP* PADA MINAT BELI ULANG KONSUMEN DILIHAT DARI *GENDER*, *USIA*, DAN *PERILAKU*

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2016**

Penelitian ini memiliki tujuan; 1) untuk mengetahui perbedaan sikap konsumen terhadap *gadget online shop*, dilihat dari *gender*, usia, dan perilaku; 2) untuk mengetahui perbedaan sikap konsumen terhadap *fashion online shop*, dilihat dari *gender*, usia, dan perilaku; 3) untuk mengetahui pengaruh sikap konsumen terhadap *gadget online shop* dan *fashion online shop* pada minat beli ulang konsumen.

Jenis penelitian ini adalah penelitian kuantitatif dengan populasi semua konsumen di *online shop*. Sampel dalam penelitian ini sebanyak 100 orang responden yang pernah melakukan pembelian di *gadget online shop* dan 100 orang responden yang pernah melakukan pembelian di *fashion online shop* dalam jangka waktu paling lama 3 bulan terakhir. Analisis data menggunakan teknik analisis ANOVA dan teknik analisis regresi linier sederhana.

Hasil penelitian pertama menunjukkan; 1) adanya perbedaan sikap konsumen terhadap *gadget online shop*, dilihat dari *gender* dan perilaku, tidak terdapat perbedaan sikap konsumen terhadap *gadget online shop* dilihat dari usia; 2) adanya perbedaan sikap konsumen terhadap *fashion online shop*, dilihat dari *gender* usia, dan perilaku; 3) bahwa sikap konsumen terhadap *gadget online shop* dan *fashion online shop* berpengaruh pada minat beli ulang.

Kata Kunci: Sikap Konsumen, *Gadget Online Shop*, *Fashion Online Shop*, Minat Beli Ulang, *Gender*, *Usia*, *Perilaku*

ABSTRACT

**THE DIFFERENCE INFLUENCE OF CONSUMER ATTITUDE ON
GADGET ONLINE SHOP AND FASHION ONLINE SHOP TOWARDS
REPURCHASE INTENTION BASED ONBY GENDER, AGE, AND
BEHAVIOUR**

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The research aims to; 1) identify the differences of consumer attitude on gadget online shop based on gender, age, and behaviour; 2) identify the differences of consumer attitude on fashion online shop based on gender, age, and behaviour; 3) identify the influence of consumer attitude on gadget online shop and fashion online shop towards repurchase intention.

The research is a quantitative research. The population is all of the online shop consumers. Sample of this research are 100 respondents who have ever made a purchase at a gadget online shop and 100 respondents who have ever made a purchase at a fashion online shop within 3 months at the most. Data was analyzed using ANOVA analysis technique and Simple Linear Regression analysis technique.

The found that; 1) there were the differences of consumer attitude on gadget online shop based on gender and behaviour, but there was no such difference based on age; 2) there were the differences of consumer attitude on fashion online shop based on gender, age, and behaviour; 3) consumer attitude influenced toward repurchase intention both from gadget online shop and fashion online shop.

*Keywords: Consumer Attitudes, Gadget Online Shop, Fashion Online Shop
Repurchase Intention, Gender, Age, Behaviour*