INTISARI

Perkembangan pembelian melalui internet di Indonesia cukup besar. Konsumen dilatarbelakangi oleh motif yang beragam dibalik keputusan pembelian melalui internet, antara lain: harga lebih murah, tidak menghabiskan banyak waktu seperti di toko konvensional, dan bisa mendapatkan barang langka atau koleksi dari tangan pertama.

Tujuan penelitian ini adalah untuk menggali lebih dalam (mengeksplorasi) motif-motif apa yang mendorong konsumen melakukan pembelian melalui internet di Surabaya.

Mengacu pada latar belakang yang telah dikemukakan, maka ruang lingkup bahasan pada penelitian ini meliputi klasifikasi motif komprehensif menurut **Mc. Guire (Loudon** dan **Bitta, 1993:327)** dengan menggunakan kombinasi empat kutub ganda kecenderungan motif, yaitu: *cognitive motive, affective motive, preservation motive, growth motive, active motive, passive motive, internal motive,* dan *external motive.*

Dari hasil wawancara yang dilakukan kepada responden berjumlah delapan responden dengan menggunakan metode *depth interview* maka didapatkan motif yang berbeda-beda dari tiap responden yang melakukan pembelian melalui internet, yang didasarkan pada delapan motif, yaitu: Motif kognitif, Motif Afektif, Motif Pemeliharaan, Motif Pertumbuhan, Motif Aktif, Motif Pasif, Motif Internal, dan Motif Eksternal.

Berdasarkan analisis jawaban masing-masing responden tersebut, maka dapat dijelaskan bahwa terdapat perbedaan motif dari masing-masing responden dalam melakukan pembelian melalui internet di Surabaya. Motif yang mendominasi responden melakukan pembelian melalui internet adalah motif *autonomy,* motif *matching,* motif *assertion,* dan motif *identification.*

Kata kunci: motif, *autonomy motive, matching motive, assertion motive.*

ABSTRACT

Development of purchasing via the internet in Indonesia is quite large. Consumers are motivated by different motives behind the decision of purchasing through the Internet, among other things: lower prices, do not spend much time as in conventional stores, and could get a rare item or a collection of first hand.

The purpose of this research is to dig deeper (explore) what motives that encourage customers to make purchases over the Internet in Surabaya.

Referring to the background that had been presented, the scope of discussion on this study include a comprehensive classification according Mc. Guire (Loudon and Bitta, 1993:327) by using a combination of four pole double motive tendency, namely: cognitive motives, affective motives, preservation motives, growth motives, motives active, passive motive, motive internal and external motives.

From the results of interviews conducted to respondents of eight respondents in depth interviews using the obtained motif different from each of the respondents who make purchases over the Internet, which is based on the eight motifs, namely: cognitive motives, affective motives, preservation motives, growth motives, motives active, passive motive, motive internal and external motives.

Based on the analysis of each answer to these respondents, it can be explained that there are differences in the motives of each respondent in making a purchase via the internet in Surabaya. Motif that dominates the respondents make purchases over the Internet is the autonomy motive, motive matching, motif assertion, and motif identification.

Keyword : motive, autonomy motive, matching motive, assertion motive.