INTISARI

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi *Attitude towards Online Shopping* Lazada.co.id di pulau Jawa. Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan *purposive sampling* sebagai teknik pengambilan sampel berdasarkan pertimbangan atau penilaian pribadi peneliti terkait dengan karakteristik populasi yang sesuai untuk dijadikan sampel penelitian. Adapun karakteristiknya adalah responden yang bertransaksi di Lazada.co.id minimal 2 kali dalam setahun, berpendidikan minimal SMA, berusia minimal 18 tahun, dan berdomisili di Pulau Jawa. Responden dalam penelitian ini berjumlah 200 orang. Analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta AMOS versi 16.0 *for Windows* untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian ini menunjukkan bahwa 6 hipotesis telah terdukung dan 2 hipotesis tidak terdukung. Adapun variabel yang mempengaruhi *Attitude towards Online Shopping* adalah *Perceived Website Image* dan *Trust*. Variabel *Relative Advantage* berpengaruh terhadap *Trust*. *Perceived Website Reputation* adalah variabel penting yang berpengaruh terhadap *Perceived Website Image*, *Relative Advantage*, dan *Trust*. Namun, *Relative Advantage* tidak memiliki pengaruh terhadap *Perceived Website Image* dan *Attitude towards Online Shopping*

Kata kunci : *online shopping, Lazada.co.id, trust, perceived website image, dan relative advantage*

ABSTRACT

The purpose of this study is to examine factors affecting attitude towards online shopping Lazada.co.id in Java. This type of research is causal research with quantitative approach. This study using purposive sampling, which is a sampling technique based on the consideration or personal judgment of researchers associated with the characteristics of the population according to the research sample. The characteristics of respondents are : Lazada.co.id consumers which is already shopped twice from the lastest year, High-school education required, more than 18 years old, and living at Java, Indonesia Respondents in this study amounted to 200 people. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos version 16.0 for Windows for testing Measurement and Structural Model.

The result of this study indicate that 6 hypothesis were supported and 2 hypothesis were rejected. Online cunsomers' shopping attitude are mainly affected by perceived website image and trust. Relative Advantage was found affecting trust. Perceived website reputation is key predictor of Perceived Website image, Relative advantage, and Trust. Unfortunately, there are no prove that Relative Advantage affecting both Perceived Website Image and Attitude towards Online Shopping.

Keywords : online shopping, Lazada.co.id, trust, perceived website image, and relative advantage