

## INTISARI

Tujuan penelitian ini adalah untuk menganalisis efek dari *advantage*, *perceived website image*, *perceived website reputation* dan *trust* terhadap sikap pada belanja *online*.

Data yang diambil dari 250 orang yang melakukan belanja online di Surabaya dianalisis menggunakan *Structural Equation Modelling (SEM)* dengan menggunakan *Statistical Package for Social Sciences computer program (SPSS) versi 18* dan *AMOS*. Responden secara acak diambil dari penduduk Surabaya yang pernah melakukan belanja secara *online*

Berdasarkan hasil pengujian ditemukan dari 9 hipotesis hanya 7 hipotesis yang terdukung dan memiliki dampak positif signifikan terhadap *attitude towards online shopping*. Dampak dari hasil penelitian ini dapat membantu perusahaan untuk menciptakan strategi dalam rangka mendapatkan keunggulan kompetitif diantara situs belanja *online* lain.

Kata kunci: *attitudes towards online shopping*, *factors affecting consumers attitude towards online shopping*, *e-commerce*.



## ABSTRACT

*This study aims to analyze the effect of relative advantage, perceived website image, perceived website reputation and trust towards online shopping attitudes.*

*Data from 250 online shoppers from Surabaya were analyzed using Structural Equation Modelling (SEM) via the Statistical Package for Social Sciences computer program (SPSS) version 18 and AMOS. Respondents were randomly drawn from online shoppers in Surabaya city, Indonesia.*

*Based from test results, it was found that from 9 hypotheses only 7 hypotheses are supported. The implication of these result would help the company to formulate strategies in order to obtain competitive advantage among other online shopping website.*

*Keywords : attitudes towards online shopping, factors affecting consumers attitude towards online shopping, e-commerce.*

