

FAKTOR-FAKTOR YANG MEMPENGARUHI *BEHAVIORAL*
***INTENTION* BELANJA *ONLINE*:**
STUDI PADA MAHASISWA FAKULTAS BISNIS DAN EKONOMIKA
UNIVERSITAS SURABAYA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui *behavioral intention* mahasiswa Fakultas Bisnis dan Ekonomika Universitas Surabaya dalam menggunakan aplikasi/*website* belanja *online*. Penelitian ini berfokus kepada *behavioral intention* sebagai variabel endogen. Sedangkan *perceived usefulness* dan *compatibility* sebagai variabel eksogen. *Attitude toward online shopping* sebagai variabel intervening. Penelitian ini menggunakan *Structural Equation Model* melalui PLS. Jumlah data yang digunakan sebanyak 100 responden melalui kuisisioner *online*. Hasil penelitian memperlihatkan bahwa *perceived usefulness* berpengaruh positif dan signifikan terhadap *attitude* dan *behavioral intention*. *Compatibility* berpengaruh positif dan signifikan terhadap *attitude*, tetapi tidak signifikan terhadap *behavioral intention*. Sedangkan *attitude* berpengaruh positif dan signifikan terhadap *behavioral intention*.

Kata-kata kunci: *Perceived usefulness, compatibility, attitude, behavioral intention, online shopping*

***FACTORS THAT INFLUENCE BEHAVIORAL INTENTION OF ONLINE
SHOPPING:***

***STUDY IN COLLEGE STUDENTS OF FACULTY OF BUSINESS AND
ECONOMICS, SURABAYA UNIVERSITY***

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ABSTRACT

This study aims to determine the behavioral intention of the students of the Faculty of Business and Economics of Surabaya University in using online shopping applications / websites. This study focuses on behavioral intention as the endogenous variable. Whereas perceived usefulness and compatibility are exogenous variables. Attitude towards online shopping as an intervening variable. This study uses the Structural Equation Model through PLS. The amount of data used is 100 respondents through an online questionnaire. The results showed that perceived usefulness had a positive and significant effect on attitude and behavioral intention. Compatibility has a positive and significant effect on attitude, but it is not significant for behavioral intention. While attitude has a positive and significant effect on behavioral intention.

*Keywords: Perceived usefulness, compatibility, attitude, behavioral intention,
online shopping*