

**MOTIVASI DAN HAMBATAN DALAM *PURCHASING ONLINE* DAN  
*UNDERSTANDING CONSUMER RESPONSES*  
PADA LAZADA DI INDONESIA**

Steffani Echa Satrianto

Manajemen/ Pemasaran

Dudi Anandya

Christina Rahardja

[steffaniechas@gmail.com](mailto:steffaniechas@gmail.com)

**ABSTRAK**

Penelitian ini bertujuan untuk membuktikan *attitude toward online shopping* yang dipengaruhi oleh beberapa faktor yaitu *utilitarian, hedonic, privacy* dan juga *trust* yang kemudian *attitude toward* akan mempengaruhi *online purchase intention*. Jenis penelitian yang digunakan adalah *basic research* dengan menggunakan 6 variabel antara lain: *attitude toward, utilitarian, hedonic, privacy, trust* dan *online purchase intention*. Sumber data yang digunakan pada penelitian ini adalah data primer dengan menyebarkan kuesioner secara *online* menggunakan *Google form*. Sampel yang digunakan pada penelitian ini adalah sebanyak 150 responden, kemudian data tersebut akan dianalisa menggunakan *Structural Equation Modeling (SEM)* dengan menggunakan *software Statistical Package for Social Science (SPSS)* versi 20 dan *AMOS Graphics 20*. Hasil Penelitian ini menunjukkan bahwa *utilitarian, hedonic, privacy* dan *trust* berpengaruh positif terhadap *attitude toward*, serta *attitude toward* berpengaruh positif terhadap *online purchase intention*.

Kata kunci: *attitude toward, utilitarian and hedonic, privacy, trust* dan *online purchase intention*.

***MOTIVATION AND OBSTACLES IN ONLINE PURCHASING AND  
UNDERSTANDING CONSUMER RESPONSES  
AT LAZADA IN INDONESIA***

Steffani Echa Satrianto

*Management/Marketing*

Dudi Anandya

Christina Rahardja

[steffaniechas@gmail.com](mailto:steffaniechas@gmail.com)

***ABSTRACT***

*This study aims to prove attitude toward online shopping which is influenced by several factors, namely utilitarian, hedonic, privacy and also trust which then attitude toward will affect online purchase intention. This type of research is basic research using 6 variables, including: attitude toward, utilitarian, hedonic, privacy, trust and online purchase intention. The data source used in this study is primary data by distributing questionnaires online using Google form. The sample used in this study is 150 respondents, then the data will be analyzed using Structural Equation Modeling (SEM) using the Statistical Package for Social Science (SPSS) software version 20 and AMOS Graphics 20. The results of this study indicate that utilitarian, hedonic, privacy and trust have a positive effect on attitude toward, and attitude toward has a positive effect on online purchase intention.*

*Keywords: attitude toward, utilitarian and hedonic, privacy, trust dan online purchase intention.*