

**PENGARUH *SHOPPING MOTIVATIONS, PRIVACY, TRUST* TERHADAP
ATTITUDE DAN *ONLINE PURCHASE INTENTION* PADA KONSUMEN
E-COMMERCE LAZADA DI SURABAYA**

Adita Ramadhani
Manajemen Pemasaran
Dudi Anandya
Indarini

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *shopping motivations, privacy, trust* terhadap *attitude* dan *online purchase intention* pada konsumen *e-commerce* Lazada di Surabaya. Penelitian ini menggunakan pendekatan *purposive sampling* dengan menggunakan pengambilan sampel sesuai dengan karakteristik yang telah ditetapkan. Karakter populasi sampel dari penelitian ini adalah masyarakat yang berdomisili di Surabaya, berusia minimal 18 tahun, serta pernah membeli barang melalui *e-commerce* Lazada dalam kurun waktu 6 bulan terakhir. Jumlah responden dalam penelitian ini adalah sebanyak 180 orang. Penelitian ini menggunakan analisis SEM (*Structural Equation Modeling*) dengan menggunakan program SPSS 20 dan AMOS 22 untuk melakukan pengujian model *measurement* dan *structural*. Hasil penelitian ini menunjukkan bahwa tiga dari lima hipotesis tidak terdukung. Hipotesis yang terdukung yaitu pengaruh *utilitarian shopping motivations* terhadap *attitude toward online shopping, attitude toward online shopping* terhadap *online purchase intention*. Sedangkan hipotesis yang tidak terdukung yaitu pengaruh *hedonic shopping motivation* terhadap *attitude toward online shopping, privacy* terhadap *attitude toward online shopping* dan pengaruh *trust* terhadap *attitude toward online shopping*.

Kata Kunci : *Trust, Privacy, Hedonic, Purchase Intention, Utilitarian*

***THE EFFECT OF UTILITARIAN SHOPPING MOTIVATIONS AND TRUST
ON ONLINE SHOPPING TOWARDS ATTITUDE ON LAZADA E-
COMMERCE CONSUMERS IN SURABAYA***

Adita Ramadhani
Marketing Management
Dudi Anandya
Indarini

ABSTRACT

This research aims to determine the effect of shopping motivation, privacy, trust on attitude and online purchase intention on Lazada e-commerce consumers in Surabaya. The type of this research is a causal research with quantitative approach. This research uses a purposive sampling approach by getting samples from people who meet certain predetermined criteria. The characteristics of the sample's population in this research were people who live in Surabaya, with a minimum 18 years of age, and have purchased goods through Lazada e-commerce in the last 6 months. The numbers of respondents in this research were 180 people. This research used SEM (Structural Equation Modeling) analysis using SPSS 20 and AMOS 22 program to test the measurement and structural model. The result shows that three of five hypotheses were not supported. The supported hypotheses were the effect of utilitarian shopping motivations towards attitude toward online shopping, attitude toward online shopping towards online purchase intention. Meanwhile, the unsupported hypotheses were the effect of hedonic shopping motivation towards attitude toward online shopping, privacy towards attitude toward online shopping and the effect of trust towards attitude toward online shopping.

Keywords : Trust, Privacy, Hedonic, Purchase Intention, Utilitarian