

PENGARUH *TRUST, CONVENIENCE, CUSTOMER SERVICE, ATTITUDE, SUBJECTIVE NORMS* TERHADAP MINAT BELI *ONLINE SHOP ZALORA* DI SURABAYA

Dara Genvil Aldania Harsari

Manajemen Pemasaran

Dudi Anandya

Christina Rahardja

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Trust, Convenience, Customer Service, Attitude, Subjective Norm* terhadap minat beli *Online Shop* pada konsumen Zalora di Surabaya. Jenis penelitian ini adalah *basic research* dengan metode kuantitatif menggunakan *Structural Equation Model (SEM)*. Data penelitian diolah dan dianalisis menggunakan *software* SPSS dan AMOS 22. Teknik pengambilan sampel yang digunakan adalah *non-probability* sampling. Jumlah sampel pada penelitian ini sebesar 200 responden dengan usia lebih dari 18 tahun yang pernah berbelanja online menggunakan komputer, melakukan pembelian melalui web Zalora dalam 1 tahun terakhir yang berdomisili di Surabaya. Hasil penelitian ini menunjukkan bahwa *trust in online shopping, convenience of online shopping, customer service offered by online shopping, attitude toward online shopping, subjective norm* memiliki pengaruh positif dan signifikan terhadap *intention to shop online* pada konsumen Zalora di Surabaya.

Kata kunci: *trust, convenience, customer service, attitude, subjective norm*

***THE EFFECT OF TRUST, CONVENIENCE, CUSTOMER SERVICE,
ATTITUDE, SUBJECTIVE NORMS ON INTENTION TO SHOP ZALORA
ONLINE STORE IN SURABAYA***

Dara Genvil Aldania Harsari

Manajemen Pemasaran

Dudi Anandya

Christina Rahardja

ABSTRACT

This study aims to determine the effect of Trust, Convenience, Customer Service, Attitude, Subjective Norm on online shop buying interest among Zalora consumers in Surabaya. This type of research is basic research with quantitative approach using Structural Equation Model (SEM). The research data was processed and analyzed using SPSS and AMOS 22 software. The sampling technique used was non-probability sampling. The number of samples in this study was 200 respondents aged more than 18 years who had shopped online using a computer, made purchases through the Zalora web in the last 1 year who were domiciled in Surabaya. The results of this study indicate that trust in online shopping, convenience of online shopping, customer service offered by online shopping, attitude toward online shopping, subjective norms have a positive and significant influence on intention to shop online on Zalora consumers in Surabaya.

Keywords: trust, convenience, customer service, attitude, subjective norm