IMPACT OF RELATIVE ADVANTAGE, PERCEIVED WEBSITE REPUTATION THROUGH TRUST AND PERCEIVED WEBSITE IMAGE IN CONSUMERS ATTITUDES TOWARDS ONLINE SHOPPING OF CAROUSELL IN SURABAYA

Thesis For Undergraduate Program

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SURABAYA
2019
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Surabaya, 21 June 2019
Researcher

(Lidia Cynthia Dewi)
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ABSTRAK

Pada era sekarang ini website untuk berjualan online meraja lela dan merupakan salah satu bisnis yang berkembang sangat pesat di Indonesia dan jual beli secara online dipercaya menjadi bagian dari kehidupan masyarakat Indonesia. Bersaing untuk memberikan yang terbaik, muai dari kualitas, harga dan pemberian diskon bisa besaran menjadi tren saat ini di dunia online.


**Keywords:** Attitudes towards Online Shopping, Factors affecting consumers attitude, Attitude, Online Shopping, Relative Advantage, Perceived Website Image, Perceived Website Reputation, Trust, Behavior
ABSTRACT

In the current era, websites for selling online are rampant and are one of the fastest growing businesses in Indonesia and online buying and selling is believed to be part of the lives of people in Indonesia. Competing to give the best, expanding from quality, price and giving discounts can be the current trend in the world online. Competing with innovation and tradition, each business can open their stores online anytime, anywhere. However, with the large number of competitors and the increasingly fierce competition, entrepreneurs, especially website based platforms, must have a strategy to reap the greatest possible profits and also to survive as long as possible in the market, and also to have many customers. The population of this study was to visit the Carousell website and conduct a minimum transaction of 2x and located in Surabaya. The sampling used in this research is nonprobability sampling and sampling is using purposive sampling technique. The sample amounted to 170 respondents. The data analysis technique used in the study is SEM (structural equation modeling), using the application Lisrel. The test results show that the relative customer advantage has an influence on the perceived website reputation, perceived website image, and trust. Perceived website reputation has an influence on the perceived website image, and does not depend on trust. Trust and perceived website image have positive influence on attitudes. In this research, there are suggestions that can be given by the researcher, namely that the Carousell website can continue to maintain the quality of the website and to provide convenience for transactions. As academic advice, it is expected that subsequent research uses other variables such as promotion, re-purchase intention, purchase intention.

Keywords: Attitudes towards Online Shopping, Factors affecting consumers attitude, Attitude, Online Shopping, Relative Advantage, Perceived Website Image, Perceived Website Reputation, Trust, Behavior