

ABSTRACT

ANALYSIS OF ATTITUDE AND BEHAVIOR OF INDONESIAN CONSUMERS IN CROSS-BORDER ONLINE SHOPPING

Kristina Vika Natalia

*Master of Management Study Program, Faculty of Economics
Sanata Dharma University Yogyakarta.*

(2020)

This study aims to analyze the attitudes and behavior of Indonesian consumers in cross-border online shopping. The population in this study are members of the public who have done online shopping across national borders at least twice in the last four months. Sampling using purposive sampling method with the number of respondents as many as 200 people. The study was conducted using a quantitative approach that focuses on testing hypotheses processed using Structural Equation Modeling (SEM) techniques with data analysis tools, namely AMOS version 22. From this study it can be concluded that attitudes towards behavior, subjective norms, and perceived behavior control have positive effects. which is significant towards the intention of cross-border online shopping behavior among Indonesian consumers. These findings confirm that the concept of Theory of Planned Behavior (TPB) from Fishbein & Ajzen 1975 can explain well how the intentions of online shopping behavior across Indonesian consumer countries are formed.

Keywords: *Cross-border online shopping, Theory of Planned Behavior (TPB), Quality of electronic services, Consumer needs for uniqueness*

ABSTRAK

ANALISIS SIKAP DAN PERILAKU KONSUMEN INDONESIA DALAM BERBELANJA SECARA DARING DI TOKO DARING LINTAS BATAS NEGARA

Kristina VikaNatalia

*Program Studi Magister Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma Yogyakarta.
(2020)*

Penelitian ini bertujuan untuk menganalisis sikap dan perilaku konsumen Indonesia dalam belanja daring lintas batas negara. Populasi dalam penelitian ini adalah anggota masyarakat yang pernah melakukan belanja daring lintas batas negara minimal dua kali dalam kurung waktu empat bulan terakhir. Pengambilan sampel menggunakan metode *Purposive Sampling* dengan jumlah responden sebanyak 200 orang. Penelitian dilakukan menggunakan pendekatan kuantitatif yang berfokus pada pengujian hipotesis diolah menggunakan teknik *Structural Equation Modelling* (SEM) dengan alat bantu analisis data yaitu AMOS versi 22. Dari Penelitian ini dapat disimpulkan bahwa sikap terhadap perilaku, norma subjektif, dan kontrol perilaku yang dipersepsikam memiliki efek positif yang signifikan terhadap niat perilaku belanja daring lintas batas negara pada konsumen Indonesia. Temuan ini mengkonfirmasi bahwa konsep *Thory of planned Behavior* (TPB) dari Fishbein & ajzen 1975 dapat menjelaskan dengan baik bagaimana niat perilaku belanja daring lintas batas negara konsumen Indonesia terbentuk.

Kata kunci: Belanja online lintas batas, Theory of Planned Behavior (TPB), Kualitas layanan elektronik, Kebutuhan konsumen akan keunikan