

**ANALISIS PREDIKSI MINAT PELANGGAN UNTUK
BELANJA ONLINE DENGAN MENGGUNAKAN
DECOMPOSED THEORY OF PLANNED BEHAVIOR
(STUDI KASUS : KOTA SURABAYA)**

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Abstrak

E-commerce merupakan salah satu media aplikasi yang digunakan dalam bisnis yang berupa transaksi elektronik baik dalam bentuk jasa maupun produk. Di Indonesia bisnis dengan e-commerce sangat menjanjikan, salah satunya adalah Business to Consumer (B2C). B2C merupakan kegiatan e-business dengan pelayanan secara langsung dari retailer terhadap pelanggan berupa barang atau jasa. Dengan semakin meningkatnya peran teknologi dalam transaksi jual beli online ini, maka banyak dimanfaatkan para retailer dalam memasarkan produk dan jasa mereka. Dalam penggunaan toko online tidak ada signifikansi antara pembelian secara online dengan teknologi yang digunakan, sehingga perlu dilakukan analisa.

Dalam tugas akhir ini model yang digunakan Theory Decomposed of Planned Behaviour (DTPB) dimana membantu memprediksi bagaimana minat pelanggan dalam berbelanja secara online dengan. Structural Equation Modeling (SEM) digunakan untuk dilakukan pendekatan dan analisis terhadap dua belas variabel yaitu, Actual Usage, Behavior Intention, Attitude, Perceived Usefulness, Perceived ease of Use, Compatibility,

Subjective Norm, Internal Influence, External Influence, Perceived Behavior Control, Self Efficacy, Facilitating Conditions yang nantinya untuk menganalisa korelasi tiap variabel terhadap laten dan analisa hipotesis dari penelitian SEM juga digunakan untuk mengolah data kuesioner dari 157 pelanggan yang menggunakan toko online dikota Surabaya.

Hasil dari Tugas Akhir ini menunjukkan bahwa sistem yang digunakan pada toko online dinyatakan sudah cukup berhasil yang dinyatakan dari sudut pandang pelanggan. Hipotesa-hipotesa yang dibangun juga telah dipenuhi kecuali H3, H4, H5, H7 dimana subjective norm mempengaruhi Behavior Intention secara, Perceived Behavioral Control mempengaruhi Behavioral Intention, Perceived Behavioral Control mempengaruhi Actual Usage secara, Perceived ease of use mempengaruhi Attitude, rekomendasi-rekomendasi yang diberikan berdasarkan hasil pengujian dapat digunakan untuk perbaikan serta penelitian dimasa yang akan datang.

Kata Kunci: *Minat Pelanggan, Belanja Online, Decomposed Theory of Planned Behavior, Structural Equation Modeling.*

ANALYSIS PREDICTION OF INTEREST CUSTOMER TO SHOP ONLINE USING *DECOMPOSED THEORY OF PLANNED BEHAVIOR*.(CASE STUDY: SURABAYA CITY)

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Abstrak

E-commerce is one of the media application used in the business in the form of electronic transactions in the form of services or products. In Indonesia business with e-commerce is very promising, one of which is a Business-to-Consumer (B2C). B2C e-business activities with the service directly from the retailer to the customer in the form of goods or services. With the ever increasing role of technology in this online buying and selling, then many of the retailer in marketing their products and services. In the use of online stores there is no significance between the purchase online by the technology used, so the analysis needs to be done.

In this final project model used Decomposed Theory of Planned Behaviour (DTPB) which helps predict how the customer's interest in shopping online with. Structural Equation Modeling (SEM) was used to do the approach and analysis of twelve variables, i.e., Actual Usage Behavior, Intention, Attitude, Perceived Usefulness, Perceived ease of Use, Compatibility, Subjective Norm, Internal Influence, External Influence, Perceived Behavior Control, Self Efficacy, Facilitating Conditions that later to analyze the correlation of latent variable and yearly analysis of the hypothesis of the research of SEM is

also used to process data questionnaires from 10 customers who use the online store in the city of Surabaya.

The results of this Thesis shows that the system used in the online store was already quite successful expressed from the viewpoint of customers. Hypotheses has built had also been met except for the H3, H4, H5, H7, where subjective norm affect Behavior Intention positively, Perceived Behavioral Control affects the Behavioral Intention positively, Perceived Behavioral Control affects the Actual Usage in a positive, Perceived ease of use affects the attitude positively, recommendations are given based on the test results can be used to repair as well as research in the future.

Kata Kunci: Customer Interest, Online Shopping, Decomposed Theory of Planned Behavior, Structural Equation Modeling.