

ABSTRAK

Berbelanja online di Indonesia semakin meningkat, khususnya di bidang *fashion* yang menduduki peringkat pertama. Di tengah maraknya persaingan, Zalora Online Store Indonesia menjadi toko *fashion online* nomor satu di Indonesia. Zalora terbilang sangat cepat berkembang dengan *traffic* website dan pendapatannya yang terus meningkat dari tahun ke tahun. Perkembangan yang sangat signifikan tersebut tentunya disebabkan oleh banyaknya pelanggan yang tertarik untuk berbelanja online di Zalora. Terdapat banyak faktor yang mempengaruhi pelanggan melakukan keputusan pembelian. Namun tentu terdapat faktor kunci yang paling berpengaruh kepada keputusan pembelian.

Tujuan penelitian ini adalah mengetahui faktor-faktor apa sajakah yang mempengaruhi *Online Shopping Decision* Zalora Online Store Indonesia. Pengambilan sampel menggunakan kuesioner yang disebar melalui Google forms terhadap 200 orang responden di Indonesia. Populasi penelitian ini adalah pengguna internet di Indonesia.

Data yang didapat dari berbagai literatur, artikel serta jurnal, didapatkan bahwa ada lima variabel yang mempengaruhi *Online Shopping Decision*, yaitu: *Behavioral Control Perception* (HV), *Convenience Perception* (NT), *Subjective Standard* (CQ), *Price Expectation* (MD) dan *Website Impact* (WS).

Penelitian ini menguji statistik kelima variabel tersebut dan memperoleh informasi bahwa kelima variabel tersebut berpengaruh secara signifikan terhadap *Online Shopping Decision* Zalora Online Store Indonesia. Serta melalui Stepwise Method didapatkanlah suatu kombinasi terbaik yang paling berpengaruh dari semua kemungkinan yaitu antara dua variabel: *Price Expectation* (MD) dan *Subjective Standard* (CQ).

Berdasarkan hasil penelitian, disarankan agar Zalora memberi rekomendasi produk dengan penawaran menarik, memperlihatkan komentar pembeli sebelumnya, memberi keterangan hemat dan promosi kemudahan berbelanja online di Zalora yang gratis ongkos pengiriman untuk meningkatkan *Price Expectation*. Juga memberi *after sales service* yang baik, memastikan barang sampai tepat waktu, meningkatkan *brand image* di masyarakat melalui promosi dan membuat program kode promo untuk meningkatkan *Subjective Standard*.

Kata kunci: *online shopping decision, price expectation, subjective standard.*

ABSTRACT

Online shopping in Indonesia is increasing, especially in the field of fashion that ranked first. In the middle of competition, Zalora Online Store Indonesia become the number one online fashion store in Indonesia. Zalora grown very fast with website traffic and revenue that gradually increased every year. This very significant growth is certainly caused by many customers who are interested to shop online at Zalora. There are many factors that influence customers to make a purchase decision. But of course there are key factors that most influence the purchase decision.

The purpose of this research is to determine factors that affecting the Online Shopping Decision Zalora Online Store Indonesia. The sample of this research are distributed through Google forms to 200 respondents in Indonesia. Population of this research are internet users in Indonesia.

Data obtained from various literatures, articles and journals, found that there are five variables that affect Online Shopping Decision, there is: Behavioral Control Perception (HV), Convenience Perception (NT), Subjective Standard (CQ), Price Expectation (MD) and Website Impact (WS).

This research examines the statistics of the five variables and obtained information that all of that five variables significantly affect the Online Shopping Decision Zalora Online Store Indonesia. And through Stepwise Method, it is found that the best combination of the most influences of all possibilities is between the two variables: Price Expectation (MD) and Subjective Standard (CQ).

Based on the result of this research, it is suggested that Zalora recommends products with attractive offers, shows previous buyer comments, provides efficient information and promotes ease of shopping online at Zalora for free shipping to increase Price Expectation. Also provide a good after sales service, ensure on time shipping, improve brand image in the community through promotions and make promo code program to increase Subjective Standard.

Key words: online shopping decision, price expectation, subjective standard.