

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Purchase Intention Online*, *Information Processing Strategy*, dan *Experience Attribute Product* terhadap *Need For Touch* Serta Implikasinya terhadap Keputusan Pembelian-Peritel *Fashion Online* (Studi Kasus Konsumen *Vanilla Hijab*). Objek penelitian ini adalah Konsumen *Vanilla Hijab*. Penelitian ini dilakukan terhadap 145 responden menggunakan google form. Karena itu, analisis data yang digunakan adalah bentuk *Structural Equation Modelling (SEM) LISREL*.

Hasil penelitian ini menunjukkan bahwa secara signifikan *variable Purchase Intention Online*, *Information Processing Strategy* dan *Experience Attribute Product* berpengaruh terhadap Keputusan Pembelian, dan *Experience Attribute Product* berpengaruh signifikan terhadap *Need for Touch* sedangkan *Need for Touch* tidak berpengaruh signifikan terhadap Keputusan Pembelian. Hal ini dibuktikan dari hasil uji parsial (uji t) menunjukkan nilai signifikan dari ketiga variabel bebas yang mendukung hipotesa. Oleh karena itu hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara simultan antara variabel *Experience Attribute Product* terhadap *Need for Touch*.

Kata Kunci : *Purchase Intention, Purchase Intention Online, Information Processing Strategy, Experience Attribute Produce, Need For Touch, Purchase Decision.*

ABSTRACT

This research aims to know the influence of purchase intention online, information processing strategy and experience attribute produce against need for touch and its implications for purchasing decisions. The object for this research is Vanilla hijab consumers. This research was done to 145 responden by using google form. Thus, data analysis which is used is Structural Equation Modelling (SEM) LISREL form.

The result of this research shows significantly that the variable of Purchase Intention Online, Information Processing Strategy and Experience Attribute Product influence with Purchase Decision, and Experience Attribute Product influence significantly with Need for Touch. However, Need for Touch not influence significantly with Purchase Decision. It has been proven from the result of partial test (test f) shows significant point of three independent variables that supports the hypothesis. Therefore, the accepted assumption is, there is influence simultaneously between variable Experience Attribute Product with Need for Touch.

Keywords: purchase intention, purchase intention online, information processing strategy, experience attribute produce, need for touch, purchase decision.