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Analisis Pengaruh Sikap Konsumen Terhadap Keputusan Pembelian Produk Fashion Pada Toko Online Zalora (Survei pada Konsumen Pekerja Kantoran di Gedung Griya Sinta, Jalan Tomang Raya - Jakarta Barat).

ABSTRAK

Perkembangan *online shop* atau toko online melalui media internet sudah menjamur di Indonesia, bahkan sudah sangat dikenal baik oleh khalayak ramai. Banyaknya beragam kemudahan dalam berbelanja dan bermacam jenis produk dan jasa yang ditawarkan, membuat masyarakat Indonesia menjadikan *online shop* sebagai salah satu tempat berbelanja baru selain pusat perbelanjaan. Hal ini membuat banyak penjual *online shop* yang berlomba-lomba menawarkan produknya dengan berbagai cara untuk menarik konsumen berbelanja, mereka memanfaatkan keadaan dimana *online shopping* sedang diminati oleh masyarakat Indonesia sampai saat ini. Salah satu toko onlin*e* yang hadir di Indonesia adalah Zalora Indonesia. Zalora Indonesia merupakan anak perusahaan dari situs belanja online di Eropa yaitu Zalando, yang menjual berbagai produk-produk fashion terkenal salah satunya di Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh sikap konsumen terhadap keputusan pembelian produk *fashion* toko online Zalora pada pekerja kantoran di Jalan Tomang Raya, Jakarta Barat. Penelitian ini menggunakan tinjauan pustaka sikap konsumen dan keputusan pembelian. Teori sikap konsumen yakni *kognitif* (pengetahuan), *Afektif* (perasaan dan reaksi emosional), dan behavioral (respons dari seseorang terhadap objek atau aktivitas). Sedangkan teori keputusan pembelian yakni pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian dan perilaku pasca pembelian.

Metode penelitian yang digunakan untuk meneliti pengaruh sikap konsumen terhadap keputusan pembelian produk *fashion* toko online Zalora pada pekerja kantoran di Jalan Tomang Raya, Jakarta Barat adalah analisis *eksplanatif*, metode survey dengan teknik *random sampling* dan metode *regresi linear sederhana*.

Hasil penelitian menunjukan ada hubungan yang sangat kuat antara variabel sikap konsumen terhadap keputusan pembelian sebesar 65,9%. Dan sisanya 34,1% di pengaruhi faktor lain diluar faktor yang diteliti.

Kata kunci : *sikap konsumen*, *keputusan pembelian*, *ecommerce*

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Analysis of Influence on Consumer's Attitude towards Purchase Decision for Fashion Products at Zalora Online Store (Survey on Consumer Office Workers in Griya Sinta Building, Tomang Raya - West Jakarta).

ABSTRACT

The Growth of online shops or online stores through internet media has been rapid in Indonesia, and is even well known to the public. The variety of convenience in shopping and the various types of products and services offered, made the Indonesian people feels online shop as one of the new shopping places besides shopping centers. This makes many online shop sellers competing to offer their products in various ways to attract consumers to shop, they take advantage of the situation where online shopping is in demand by the people of Indonesia to date. One of the online stores present in Indonesia is Zalora Indonesia. Zalora Indonesia is a subsidiary of the online shopping site in Europe, Zalando, which sells a variety of famous fashion products, one of them in Indonesia.

This study aims to determine the effect of consumer attitude towards purchase decision of Zalora online store fashion products for office workers at Tomang Raya, West Jakarta. This study uses a literature review of consumer attitude and purchase decision. Consumer attitude theory namely cognitive (knowledge), affective (emotional feelings and reactions), and behavioral (response from someone towards an object or activity). While the theory of purchase decision is the introduction of problem, information seeking, evaluation of alternative, purchase decision and post-purchase behavior.

The research method used to examine the influence of consumer attitude towards purchase decision of Zalora online store fashion products for office workers on Tomang Raya, West Jakarta is explanatory analysis, survey method with random sampling technique and simple linear regression method.

The results showed that there was a very strong relationship between the variable of consumer attitude towards purchase decision as big as 65.9%. And the remaining 34.1% is influenced by other factors beyond the factors studied.

Keyword : *consumer attitude, purchase decision, ecommerce*