

Business Management and Marketing

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MILLENNIALS CONSUMER ATTITUDES TOWARDS ONLINE SHOPPING IN
GREATER JAKARTA AREA: THE EFFECT OF TRUST, PERCEIVED
BENEFITS AND PERCEIVED APP QUALITY

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Abstract

Objective – this research was purposively conducted to understand the relationship between perceived app quality, perceived benefits, eWOM, trust and attitudes towards online shopping. Moreover, this research was also analyzing the mediation effect of eWOM that mediate perceived app quality and trust; as well as trust that mediating perceived app quality and attitudes of online shopping.

Method – this research was using online survey to collect the data from respondents. 200 respondents were gathered to participate in this research. Moreover, to examine the reliability and validity, the researcher used Cronbach's Alpha and Confirmatory Factor Analysis. The data gathered was analyzed using simple linear, multiple linear regressions and Baron and Kenny's mediation analysis to test the hypothesis with software IBM SPSS Statistics 23.

Results – there was positive relationship between perceived app quality towards perceived benefits, and eWOM and no positive relationship between perceived app quality towards trust. There is positive relationship between eWOM towards trust. There is negative relationship between attitudes towards online shopping, and there is positive relationship between perceived benefits, trust, and perceived app quality toward attitudes towards online shopping.

Conclusion – the result had indicate that trust and perceived benefits positively affect attitudes in online shopping. It needs mediation from eWOM to mediate perceived app quality and trust. Lastly, there was negative relationship between perceived app quality and attitudes towards online shopping in the absence of trust.

Keywords – Trust, Perceived Benefits, Perceived App Quality