

## ABSTRAK

Vivin Yulita Kurniasari, 110610194, Hubungan antara *Consumer Innovativeness* dengan Intensi Membeli melalui Internet pada Mahasiswa di Surabaya. *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2011.

xviii + 116 halaman, 57 lampiran

*Penelitian ini bertujuan untuk mengetahui adanya hubungan antara consumer innovativeness dengan intensi membeli melalui internet pada mahasiswa di Surabaya. Consumer innovativeness dimaksud adalah konsumen yang terbuka terhadap inovasi atau hal-hal baru dan sering membeli inovasi (produk, layanan, atau merek yang baru diluncurkan di pasar konsumen) lebih awal dari rata-rata konsumen pada umumnya. Intensi membeli adalah kecenderungan atau keinginan konsumen untuk melakukan suatu tindakan pembelian yang biasanya diikuti oleh tingkah laku yang mendukung keinginan tersebut.*

*Penelitian dilakukan pada mahasiswa yang sedang belajar di perguruan tinggi di wilayah Surabaya dengan jumlah subyek penelitian sebanyak 147 orang. Alat pengumpul data berupa kuesioner intensi pembelian melalui internet yang terdiri dari 33 item diturunkan dari theory of planned behavior (TPB) Ajzen, disusun sendiri oleh peneliti, kuesioner consumer Innovativeness terdiri dari 20 item yang diadaptasi dari Motivated Consumer Innovativeness (MCI) yang disusun oleh Bert Vandecasteele (2009). Analisa data dilakukan dengan teknik statistik korelasi product moment dari Pearson, dengan bantuan program statistik SPSS 16.0 for windows.*

*Dari hasil analisis data penelitian diperoleh nilai korelasi antara consumer innovativeness dengan intensi membeli melalui internet sebesar 0,177 dengan p sebesar 0,032. Hal ini menunjukkan bahwa terdapat korelasi yang signifikan antara consumer innovativeness dengan intensi membeli melalui internet.*

**Kata kunci:** *consumer innovativeness, intensi membeli, online shopping, mahasiswa*

Daftar pustaka, 55 ( 1984- 2010)

## ABSTRACT

Vivin Yulita Kurniasari, 110610194, The Relationship between Consumer Innovativeness with The Intention to Buy Over The Internet among College Students in Surabaya, Thesis, Psychology Faculty of Airlangga University Surabaya, 2011

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*This study aims to determine the relationship between consumer innovativeness with the intentions of buying through the internet among college students in Surabaya. Consumer innovativeness is that consumers are open to innovation or new things and often buy the innovation (product, service, or a new brand launched in the consumer market) earlier than the average consumer in general. Intention to buy is desire or tendency of consumers to commit an act of purchase is usually followed by behavioral supports that desire.*

*The study was conducted on college students who are studying in universities in Surabaya area with the number of study subjects as much as 147 people. The data is collected using questionnaire of the intentions of buying through the internet consisting of 33 items derived from the theory of planned behavior (TPB) Ajzen, prepared by researcher, consumer innovativeness questionnaire consists of 20 items adapted from a motivated consumer innovativeness (MCI) made by Bert Vandecasteele (2009). Data analysis is done by statistical techniques of Pearson product moment correlation, with the help of statistical program SPSS 16.0 for windows.*

*From the analysis of research data obtained by the correlation between consumer innovativeness with the intentions to buy over the internet amounted to 0,177 with a p of 0,032. This shows that there is a significant correlation between consumer innovativeness with the intention of buying through the internet.*

**Key word:** consumer innovativeness, intention of buying, online shopping, college student

Bibliography, 55 ( 1984- 2010)