

DAFTAR ISI

| | |
|---------------------------------------|------|
| HALAMAN JUDUL | i |
| PERNYATAAN ORISINALITAS SKRIPSI | ii |
| HALAMAN PENGESAHAN | iii |
| PERSETUJUAN..... | iv |
| KATA PENGANTAR | v |
| ABSTRAK..... | viii |
| <i>ABSTRACT</i> | ix |
| DAFTAR ISI | vii |
| DAFTAR GAMBAR | xii |
| DAFTAR TABEL | xiii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang Masalah | 1 |
| 1.2 Rumusan Masalah | 11 |
| 1.3 Tujuan Penelitian | 11 |
| 1.4 Manfaat Penelitian | 12 |
| 1.5 Sistematika Penulisan | 13 |
| BAB II TINJAUAN PUSTAKA | 14 |
| 2.1 Penelitian Terdahulu | 14 |
| 2.2 Landasan Teori | 19 |
| 2.2.1 Pemasaran | 19 |
| 2.2.1.1 <i>Retailing</i> | 20 |

| | |
|--|-----------|
| 2.2.1.2 Jenis <i>Retailing</i> | 21 |
| 2.2.1.3 <i>E-tailing</i> | 24 |
| 2.2.2 <i>Store Atmosphere</i> | 30 |
| 2.2.2.1 Elemen dalam <i>Store Atmosphere</i> | 32 |
| 2.2.2.2 <i>Visual Merchandising</i> | 38 |
| 2.2.2.3 <i>Visual Merchandising</i> dalam <i>Store</i> | 39 |
| 2.2.2.4 <i>Visual Merchandising</i> di <i>Apparel Store</i> | 42 |
| 2.2.2.5 <i>Visual Merchandising</i> di <i>General Website</i> | 44 |
| 2.2.2.6 <i>Visual Merchandising</i> di <i>Apparel Website</i> | 46 |
| 2.2.3 Konsep Pengambilan Keputusan Pembelian | 50 |
| 2.2.3.1 <i>Perceived Risk</i> | 55 |
| 2.2.3.2 <i>Purchase Intention</i> | 61 |
| 2.2.4 <i>Product Quality</i> | 64 |
| 2.2.4.1 <i>Perceived Product Quality</i> | 65 |
| BAB III KERANGKA PENELITIAN DAN HIPOTESIS | 71 |
| 1.1 Kerangka Penelitian | 71 |
| 1.2 Hubungan antar Variabel dan Pengembangan Hipotesis | 71 |
| 1.2.1 Hubungan antara <i>Product Display Method</i> dengan <i>Perceived Product Quality</i> | 71 |
| 1.2.2 Hubungan antara <i>Product Display Method</i> dengan <i>Perceived Risk</i> | 73 |
| 1.2.3 Hubungan antara <i>Product Display Method</i> dengan <i>Purchase Intention</i> | 75 |

| | |
|--|----|
| 1.2.4 Hubungan antara <i>Product Quality</i> dengan <i>Perceived Risk</i> | 77 |
| 1.2.5 Hubungan antara <i>Perceived Product Quality</i> dengan <i>Purchase Intention</i> | 79 |
| 1.2.6 Hubungan antara <i>Perceived Risk</i> dengan <i>Purchase Intention</i> | 80 |
| BAB IV METODE PENELITIAN | 82 |
| 4.1 Dasar Penelitian | 82 |
| 4.1.1 Desain Penelitian | 83 |
| 4.1.2 Partisipan Penelitian | 84 |
| 4.2 Identifikasi Variabel | 85 |
| 4.3 Definisi Operasional Variabel | 86 |
| 4.4 Mekanisme Penelitian | 90 |
| 4.5 Manipulasi dan Cek Manipulasi | 91 |
| 4.5.1 Manipulasi | 91 |
| 4.5.2 Cek Manipulasi | 94 |
| 4.6 Prosedur dan Pengumpulan Data | 95 |
| 4.7 Teknik Analisa Data | 96 |
| 4.7.1 Kelayakan Data | 96 |
| 4.7.1.1 Statistik Deskriptif Frekuensi | 96 |
| 4.7.1.2 Uji Validitas | 96 |
| 4.7.1.3 Uji Reliabilitas | 96 |
| 4.7.2 Teknik Analisa | 97 |
| 4.7.2.1 Uji <i>Analysis of Varians</i> (ANOVA) | 97 |

| | |
|---|-----|
| 4.7.2.2 <i>Path Analysis</i> | 99 |
| BAB V HASIL DAN PEMBAHASAN | 101 |
| 5.1 Cek Manipulasi | 101 |
| 5.2 <i>Main Test</i> | 102 |
| 5.3 Karakteristik Partisipan Penelitian | 103 |
| 5.3.1 Karakteristik Partisipan Berdasarkan Umur | 103 |
| 5.3.2 Karakteristik Partisipan Berdasarkan Pendidikan Terakhir | 104 |
| 5.3.3 Karakteristik Partisipan Berdasarkan Pekerjaan | 104 |
| 5.3.4 Karakteristik Partisipan Berdasarkan Pendapatan Tiap Bulan | 105 |
| 5.4 Hasil Uji Validitas dan Reliabilitas | 106 |
| 5.4.1 Hasil Uji Validitas | 106 |
| 5.4.2 Hasil Uji Reliabilitas | 107 |
| 5.5 Hasil ANOVA | 108 |
| 5.5.1 Pengujian Pengaruh <i>Product Display Method</i> terhadap <i>Perceived Product Quality</i> | 108 |
| 5.5.2 Pengujian Pengaruh <i>Product Display Method</i> terhadap <i>Perceived Risk</i> | 111 |
| 5.5.3 Pengujian Pengaruh <i>Product Display Method</i> terhadap <i>Purchase Intention</i> | 113 |
| 5.6 Hasil Uji <i>Path Analysis</i> | 116 |
| 5.6.1 Jalur Pertama | 116 |
| 5.6.2 Jalur Kedua | 118 |
| 5.7 Pengujian Hipotesis | 121 |

| | | |
|---------------------------------|---|-----|
| 5.8 | Ringkasan Hasil Penelitian..... | 126 |
| 5.9 | Pembahasan | 128 |
| 5.9.1 | Pembahasan Pengaruh <i>Product Display Method</i> yang Berbeda Terhadap <i>Perceived Product Quality</i> | 128 |
| 5.9.2 | Pembahasan Pengaruh <i>Product Display Method</i> yang Berbeda Terhadap <i>Perceived Risk</i> | 129 |
| 5.9.3 | Pembahasan Pengaruh <i>Product Display Method</i> yang Berbeda Terhadap <i>Purchase Intention</i> | 130 |
| 5.9.4 | Pembahasan Hubungan antara <i>Perceived Product Quality</i> dengan <i>Perceived Risk</i> | 132 |
| 5.9.5 | Pembahasan Hubungan antara <i>Perceived Product Quality</i> dengan <i>Purchase Intention</i> | 132 |
| 5.9.6 | Pembahasan Hubungan antara <i>Perceived Risk</i> dengan <i>Purchase Intention</i> | 133 |
| BAB VI SIMPULAN DAN SARAN | | 134 |
| 6.1 | Simpulan | 134 |
| 6.2 | Saran | 135 |
| 6.2.1 | Keterbatasan dan Saran bagi Penelitian Selanjutnya.... | 135 |
| 6.2.2 | Implikasi Bagi Praktisi | 136 |
| 6.2.3 | Implikasi Bagi Akademisi | 137 |
| DAFTAR PUSTAKA | | 138 |
| LAMPIRAN | | |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1 Penetrasi Pengguna Internet di Indonesia | 1 |
| Gambar 1.2 Nilai Belanja <i>Offline vs Online</i> di Indonesia..... | 2 |
| Gambar 1.3 <i>e-Commerce in Asia</i> | 3 |
| Gambar 2.1 Elemen-elemen <i>Store Atmosphere</i> .. | 33 |
| Gambar 2.2 <i>Five-Stage Model of the Consumer Buying Process</i> | 52 |
| Gambar 3.1 Kerangka Pemikiran Teoritis | 72 |
| Gambar 4.1 Tampilan <i>Homepage Mock up A</i> | 93 |
| Gambar 4.2 Tampilan <i>Homepage Mock up B</i> | 94 |
| Gambar 4.4 Tampilan <i>Homepage Mock up C</i> | 94 |
| Gambar 4.5 Tampilan <i>Homepage Mock up D</i> | 95 |

DAFTAR TABEL

| | |
|--|-----|
| Tabel 2.1 LTRE <i>elements – identification, classification, and measurement</i> | 16 |
| Tabel 2.2 HTRE <i>elements – identification, classification, and measurement</i> ... | 17 |
| Tabel 2.3 <i>Product Demonstration in Web</i> | 50 |
| Tabel 4.1 Metode Display di dalam Eksperimen | 84 |
| Tabel 5.1 Distribusi Jawaban Partisipan Cek Manipulasi | 103 |
| Tabel 5.2 Karakteristik Responden Berdasarkan Umur | 104 |
| Tabel 5.3 Karakteristik Responden Berdasarkan Pendidikan Terakhir | 105 |
| Tabel 5.4 Karakteristik Responden Berdasarkan Pekerjaan. | 105 |
| Tabel 5.5 Karakteristik Responden Berdasarkan Pendapatan tiap Bulan | 106 |
| Tabel 5.6 Hasil Uji Validitas <i>Variable Perceived Product Quality</i> | 107 |
| Tabel 5.7 Hasil Uji Validitas <i>Variable Perceived Risk</i> | 107 |
| Tabel 5.8 Hasil Uji Validitas <i>Variable Purchase Intention</i> | 108 |
| Tabel 5.9 Hasil Uji Reliabilitas | 109 |
| Tabel 5.10 <i>Test of Homogeneity of Variances Perceived Product Quality</i> | 109 |
| Tabel 5.11 Anova <i>Perceived Product Quality</i> | 110 |
| Tabel 5.12 Nilai Mean pada Pengujian <i>Perceived Product Quality</i> | 111 |
| Tabel 5.13 Hasil Tukey <i>Perceived Product Quality</i> | 111 |
| Tabel 5.14 <i>Test of Homogeneity of Variances Perceived Risk</i> | 112 |
| Tabel 5.15 Anova <i>Perceived Risk</i> | 112 |
| Tabel 5.16 Nilai Mean pada Pengujian <i>Perceived Risk</i> | 113 |
| Tabel 5.17 Hasil Tukey <i>Perceived Risk</i> | 114 |
| Tabel 5.18 <i>Test of Homogeneity of Variances Purchase Intention</i> | 115 |

| | |
|--|-----|
| Tabel 5.19 Anova <i>Purchase Intention</i> | 115 |
| Tabel 5.20 Nilai Mean pada Pengujian <i>Purchase Intention</i> | 116 |
| Tabel 5.21 Hasil Tukey <i>Purchase Intention</i> | 116 |
| Tabel 5.22 <i>Model Summary</i> Jalur Pertama | 117 |
| Tabel 5.23 Anova pada Jalur Pertama..... | 118 |
| Tabel 5.24 <i>Coefficients</i> Jalur Pertama | 118 |
| Tabel 5.25 <i>Model Summary</i> Jalur Kedua | 119 |
| Tabel 5.26 Anova pada Jalur Kedua | 120 |
| Tabel 5.27 <i>Coefficient</i> Jalur Kedua | 120 |
| Tabel 5.28 Ringkasan Hasil Penelitian | 1 |

