Factors Influencing Adoption of Online Shopping in Jakarta

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Abstract

Many people already know the existences of online shopping a few years ago. People can buy many items from e-shop nowadays. Compared to normal store, using online shopping services is more convenient, since they just order the goods without going to the store directly. And it also allows the customers to buy goods without considering the geographic limitation. With the advancement of technology in Business and Commerce are beginning to grow more, then online shopping is one of the most activity that many people use in e-commerce.

However, online consumer behavior is something that is difficult to grasp. To that end, the research is made with the purpose to find what are the important factors that determined greatly for adoption of online shopping. The location scope of this research will be the city of Jakarta, with every citizen in the city as the target survey. The research has been conducted for 6 months only. Using TAM and TPB integrated models for the research, and using SEM for determining which factors that have big influences, this research can obtain the needed answers for the purpose of this research.

To obtain the needed data, the research is used Survey to gather information on what the people of Jakarta think about Online Shopping. Information of the respondents will be analyzed to determine which factors that give huge impacts on this research.

The survey's total samples are 150. Among 150 respondents, there are only 35 respondents who haven't used online shopping services. And based on inferential analysis, it is found that there are four important factors that have huge effects on adoption of online shopping. These factors are Perceived Usefulness, Intention, Attitude, and Perceived Ease of Use.

The results of the research are identified perceived usefulness as the main factors of adoption of online shopping in Jakarta. Therefore, the citizens of Jakarta have mostly used online shopping services due to the benefits they have for them. Therefore this factor affects both in assertiveness and purpose of people to use online shopping.

Keywords
E-Commerce, Online Shopping, TAM, SEM, TPB, Factor Analysis