

## ABSTRAK

Salah satu forum jual beli terbesar di Indonesia adalah Kaskus. Kaskus adalah situs forum komunitas maya terbesar dan nomor 1 Indonesia dan penggunaannya disebut dengan Kaskuser. kaskus yang menyatakan diri sebagai situs terbesar di Indonesia harus terus mampu meningkatkan intensi pembelian konsumen pada forum jual beli kaskus, maka sudah selayaknya diketahui berbagai motif pembelian konsumen secara online. Berdasarkan penelitian Kim *et al.*, (2004) bahwa terdapat berbagai variabel yang mempengaruhi intensi pembelian online, yaitu: *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, dan *purchase experience* menjadi prediktor yang baik untuk *intention to use internet for information purchase*. Tujuan penelitian ini adalah menjual pengaruh *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, dan *purchase experience* menjadi prediktor yang baik untuk *intention to use internet for information purchase* terhadap *Intention to purchase* pada toko *online* pada forum jual beli kaskus.

Desain penelitian ini adalah penelitian kausal yaitu menjelaskan hubungan sebab akibat yaitu pengaruh dari variabel bebas terhadap variabel terikat. Variabel bebas penelitian meliputi: lima laten eksogen: *Utilitarian Value of Internet Information Search*, *Hedonic Value of Internet Information Search*, *Perceived Benefit of Internet Shopping*, *Perceived Risk of Internet Shopping*, dan *Purchase Experience*. Variabel terikat adalah *Intention To purchase*. Jumlah sampel sebanyak 100. Teknik analisa data adalah regresi linear berganda.

Hasil dari penelitian ini menunjukkan bahwa *utilitarian value* ( $X_1$ ), *hedonic value* ( $X_2$ ), *perceived benefit* ( $X_3$ ), *perceived risk* ( $X_4$ ), dan *purchase experience* ( $X_5$ ) berpengaruh signifikan terhadap *intention to purchase*. Pengujian secara parsial menunjukkan bahwa terdapat pengaruh *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, dan *purchase experience* menjadi prediktor yang baik untuk *intention to use internet for information purchase* terhadap *Intention to purchase* pada toko *online* pada forum jual beli kaskus. Sedangkan variabel yang tidak memiliki pengaruh adalah *utilitarian value*.

Kata Kunci: *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, *purchase experience*

## ABSTRACT

One of the largest trading forums in Indonesia are Kaskus. Kaskus is the largest virtual community forum sites and Indonesian people who used that called Kaskuser. Kaskus is claimed to be the largest site in Indonesia needs to continue and be able to increase consumer purchase intention of buying and selling on the forum and then it should know a variety of online consumer purchase patterns. Based on Kim *et al.*, (2004) that there are many variables that influence online purchase intentions, ie: *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, and *purchase experience* become the best predictor for *intention to use internet for information purchase*. The purpose of this study was to sell influence *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, and *purchase experience* become the predictor yang baik untuk *intention to use internet for information purchase to Intention to purchase* pada toko online buying and selling forum on kaskus.

The design of this study is causal research that explain the causal relationship is the influence of independent variables on the dependent variable. The independent variables include: five latent exogenous: *Utilitarian Value of Internet Information Search*, *Hedonic Value of Internet Information Search*, *Perceived Benefit of Internet Shopping*, *Perceived Risk of Internet Shopping*, and *Purchase Experience*. The dependent variable is *Intention To purchase*. The total sample of 100. Technique of data analysis is linear regression.

The result of this study indicate shows that *utilitarian value* ( $X_1$ ), *hedonic value* ( $X_2$ ), *perceived benefit* ( $X_3$ ), *perceived risk* ( $X_4$ ), and *purchase experience* ( $X_5$ ) significant effect on *intention to purchase*. Partial test showed that there are significant *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, dan *purchase experience* be a good predictor for *intention to use internet for information purchase to Intention to purchase* online store at kaskus trading forums. While the variable has no effect is *utilitarian value*.

Key Word: *utilitarian value of internet information search*, *hedonic value of internet information search*, *perceived benefit of internet shopping*, *perceived risk of internet shopping*, *purchase experience*