

ABSTRAK

Online shopping adalah media berbelanja yang sedang marak di Indonesia pada umumnya dan Surabaya pada khususnya. Dalam memilih toko *online*, konsumen dihadapkan dengan situasi yang tidak pasti dalam dunia maya, berbeda dengan situasi ketika berbelanja dalam toko dalam dunia nyata. Penelitian ini bertujuan untuk mengetahui apakah *brand trust* pelanggan terhadap suatu toko ritel di dunia nyata (*offline*) berpengaruh terhadap variabel-variabel *Technology Acceptance Model* melalui *perceived risk* dalam dunia maya (*online*), yang berujung pada minat konsumen untuk melakukan *online shopping* pada website toko ritel.

Penelitian ini mengambil sampel pengguna *online shopping* di Surabaya yang pernah membeli produk elektronik secara *offline* di beberapa toko ritel produk elektronik yang sudah ditentukan. Instrumen utama pengumpulan data berupa kuesioner dan diukur dengan skala *likert*. Jumlah responden dalam penelitian ini sebanyak 51 responden. Metode analisis data yang digunakan adalah *Structural Equation Modelling* (SEM) dengan menggunakan *Partial Least Squares* (PLS).

Hasil penelitian menyatakan bahwa variabel *offline brand trust* berpengaruh signifikan negatif terhadap *perceived risk*, kemudian *perceived risk* berpengaruh signifikan negatif terhadap *perceived ease of use*, *perceived usefulness*, dan *behavioral intention to transact online*. *Perceived ease of use* berpengaruh signifikan positif terhadap *perceived usefulness* dan *behavioral intention to transact online*, dan *perceived usefulness* berpengaruh signifikan positif terhadap *behavioral intention to transact online*.

Dari penelitian ini dapat disimpulkan bahwa *offline brand trust* berpengaruh tidak langsung terhadap *Technology Acceptance Model* melalui *perceived risk*. Dengan demikian, *offline brand trust* secara tidak langsung mempengaruhi *behavioral intention to transact online* pelanggan di Surabaya. Penelitian ini berfokus pada konsumen produk elektronik di Surabaya, sehingga untuk mengeneralisir keadaan di Indonesia yang sebenarnya hendaknya penelitian berikutnya mencakup objek lain di luar produk elektronik, misalnya produk *apparel*, dan mengambil lingkup wilayah yang lebih luas.

Kata kunci: *offline brand trust*, *perceived risk*, *technology acceptance model*, *online shopping*, produk elektronik, Surabaya.

ABSTRACT

Online shopping is a new and popular way to shop in Indonesia generally, and especially in Surabaya. Consumers are engaged in uncertainty situation when they are shopping in online webstore, which is completely different compared to shopping in a brick and mortar store. This study is conducted to determine whether consumers' brand trust toward retailers offline will affect to variables in Technology Acceptance Model through online perceived risk, which lead to customers' behavioral intention to transact online at retail stores' websites.

This study took a sample of online shoppers in Surabaya who has ever bought an electronic product offline at some selected brick and mortar retail stores. The main instrument used to collect data is questionnaire and using likert scale. The total amount of respondents in the study are 51 respondents. The method used to analyze data is Structural Equation Modelling (SEM) with Partial Least Squares (PLS).

The results show that offline brand trust has significant negative effect to perceived risk, and perceived risk has significant negative effect to perceived ease of use, perceived usefulness, and behavioral intention to transact online. Perceived ease of use has significant positive effect to perceived usefulness and behavioral intention to transact online, and perceived usefulness has significant positive effect to behavioral intention to transact online.

The results of this study suggest that offline brand trust indirectly affects variables of Technology Acceptance Model through perceived risk. Thus, offline brand trust indirectly affects customers' behavioral intention to transact online in Surabaya. For this study focused on consumers of electronics, the next study could include other objects (i.e. apparel products) and take wider scope of area to generalize the actual situation in Indonesia.

Key words: offline brand trust, perceived risk, technology acceptance model, online shopping, electronics, Surabaya.