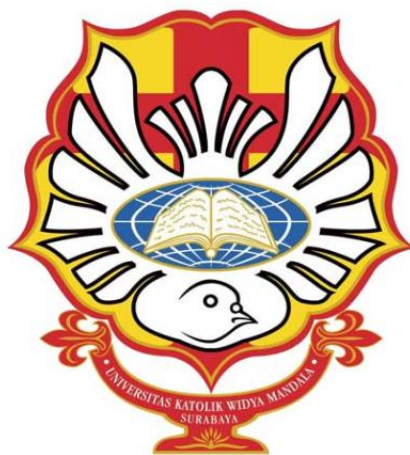


**IMPACT OF RELATIVE ADVANTAGE, PERCEIVED WEBSITE
REPUTATION TROUGH TRUST AND PERCEIVED WEBSITE
IMAGE IN CONSUMERS ATTITUDES TOWARDS ONLINE
SHOPPING OF CAROUSELL
IN SURABAYA**

Thesis For Undergraduate Program



**BY :
LIDIA CYNTHIA DEWI
3303015007**

**INTERNATIONAL BUSINESS MANAGEMENT DEPARTMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

**IMPACT OF RELATIVE ADVANTAGE, PERCEIVED
WEBSITE REPUTATION TROUGH TRUST AND
PERCEIVED WEBSITE IMAGE IN CONSUMERS
ATTITUDES TOWARDS ONLINE SHOPPING OF
CAROUSELL IN SURABAYA**

UNDERGRADUATE THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To Fulfill in Part the Requirements

For the Economy Bachelor Degree

International Business Management Study Program

BY:

Lidia Cynthia Dewi

3303015007

FACULTY OF BUSINESS

INTERNATIONAL BUSINESS MANAGEMENT STUDY PROGRAM

WIDYA MANDALA CATHOLIC UNIVERSITY

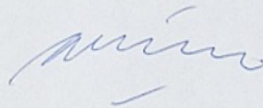
SURABAYA

2019

VALIDATION PAGE

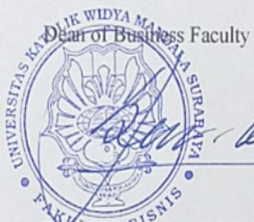
Final Assignment written by: Lidia Cynthia Dewi NRP 3303015007
Has been examined on: 2nd of July 2019 And declared to have passed by Panel of
Examiners

Head of Examiners:



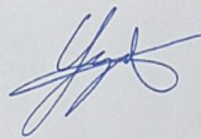
Dr. Dra. Ec. Lydia Ari Widyarini, MM
NIK. 311.92.0183

Confirmed by:



Dr. Edoovicus Lasdi, MM., Ak., CA
NIK. 321.99.0370

Head of Program



Robertus Sigit H. L., SE., M.SC.
NIK. 311.11.0678

Approval Page

Final Assignment

IMPACT OF RELATIVE ADVANTAGE, PERCEIVED
WEBSITE REPUTATION TROUGH TRUST AND
PERCEIVED WEBSITE IMAGE IN CONSUMERS
ATTITUDES TOWARDS ONLINE SHOPPING OF
CAROUSELL
IN SURABAYA

BY :

LIDIA CYNTHIA DEWI

3303015007

Approved an accepted to be submitted
to the Panel Team

Advisor I

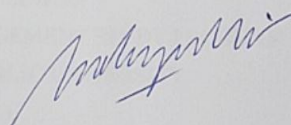
Advisor II



Nekhasius Agus Sunarjanto, SE., MM.

NIK. 311.92.0194

Date: 21/6/2019



Dr. Wahyudi Wibowo, ST., MM.

NIK. 311.15.0855

Date: 21 June 2019

**AUTHENTICITY STATEMENT AND PUBLICATION APPROVAL OF
SCIENTIFIC PAPER**

For the sake of knowledge department, I as a student of Widya Mandala Catholic University Surabaya

I, the undersigned below:

Name : Lidia Cynthia Dewi

NRP : 3303015007

Title : IMPACT OF RELATIVE ADVANTAGE, PERCEIVED
WEBSITE REPUTATION TROUGH TRUST AND PERCEIVED
WEBSITE IMAGE IN CONSUMERS ATTITUDES TOWARDS
ONLINE SHOPPING OF CAROUSELL IN SURABAYA

Acknowledge that I authentically write this final assignment report. If it is proven that this paper is plagiarism, I am ready to receive any sanctions from the Faculty Business of Widya Mandala Catholic University Surabaya. I also approve that this paper to published in the internet or any other idea(The digital library of Widya Mandala Catholic University Surabaya) for the academic importance the extent of copyright law.

Surabaya, 21 June 2019

Stated by



(Lidia Cynthia Dewi)

FOREWORDS

Tremendous gratitude to Jesus Christ for his blessing and guidance throughout the process of making this thesis complete in time. This thesis is the requirement to finish my Bachelor degree in Widya Mandala Catholic University Surabaya majors in International Business Management. And I'd like to say thank you and my gratitude to:

1. Dr. Lodovicus Lasdi, M.M. Ak. As the Dean of Business Faculty of Widya Mandala Catholic University Surabaya.
2. Robertus Sigit Haribowo L.,SE.,M.Sc. as the Head of Management Department in Faculty of Business in Widya Mandala Surabaya.
3. Nekhasius Agus Sunarjanto,SE.,MM as Advisor 1, who have taken the time, effort, and gives a lot of advice to guide writers in completing this final assignment.
4. Dr.Wahyudi Wibowo,ST.,MM as Advisor 2 and also the Head of IBM programs, who have taken the time, effort, and gives a lot of advice to guide writers in completing this final assignment.
5. My family members, Mama, Papa, Father, Granny, my lovely sister Laurensa Cynthia, my niece Cathaleya Ivanna and others. Thank you for being my support system and cheer me up and spread motivation and happiness, release my stress and for being my support system
6. To my dearest and most supportive friends Steffanie Preiffer, Regina Kencono, Chintya Santoso, Kevin Sindhunata, and to those who always be with my ups and downs and share the point of view and open my mind.
7. To HMJM members for all the supports and motivation that always linger in my life.
8. Gunawan, Tessalonica, Cynthia, and others classmate who always cheers me up and release my stress.
9. To all of my friends that I cannot say one by one. Especially my online friends. Thank you very much.

10. The author realizes that this proposal still has shortcomings due to limitation of time, knowledge and another factor. Therefore, all suggestions and criticism are accepted for the improvement of this final assignment. Hopefully this final assignment can provide benefits and insight for readers.

Surabaya, 21 June 2019

Researcher

(Lidia Cynthia Dewi)

TABLE OF CONTENT

APPROVAL PAGE	i
VALIDATION PAGE	ii
ENDORSEMENT PAGE	iii
AUTHENCITY STATEMENT AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER.....	iv
FOREWORDS	v
TABLE OF CONTENT	vii
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF APPENDIXES.....	xi
ABSTRACT.....	xii
CHAPTER I INTRODUCTION	1
1.1. Background	1
1.2. Research Question.....	6
1.3. Objective of the Study.....	7
1.4. Benefits of the Study	7
1.5. Systematic of Writing	8
CHAPTER 2 Literature Review.....	9
2.1 Theoretical Basis	9
2.1.1 Attitudes	9
2.1.2 Relative Advantage	11
2.1.3 Perceived Website Reputation	12
2.1.4 Perceived Website Image	14
2.1.5 Trust	14
2.2 Previous Research	16
2.3 The relationship between Variable	17
2.3.1 Relationship between RA and T	17
2.3.2 Relationship between RA and PWI	18
2.3.3 Relationship between RA and PWR.....	18

2.3.4 Relationship between PWR and T	19
2.3.5 Relationship between PWR and PWI	19
2.3.6 Relationship between PWI and A	20
2.3.7 Relationship between T and A	20
2.4 Hypothesis	20
2.5 Framework Design	21
CHAPTER 3 RESEARCH METHODOLOGY	22
3.1 Research Design	22
3.2 Identification, Operational Definition and Measurement of Variables	22
3.3 Identification and Operational Definition Variables	22
1. RA	22
2. PWR	23
3. PWI	23
4. T	24
5. A	24
3.4 Measurement Scale of Variables	25
3.5 Type and Source of data	25
3.6 Tools and Collection Method	25
3.7 Population, Sample, and Sampling Method	25
3.8 Data Analysis Technique	26
3.8.3 Normality Test	26
3.8.1 Validity Test	26
3.8.2 Reability Test	26
3.8.4 Overall Model Compatibility Test	26
3.8.5 Compability Structural Models	26
3.8.6 Hypothesis Testing	27
CHAPTER 4 ANALYSIS AND DISCUSSION	28
4.1 Research Sample	28
4.2 Respondent Characteristics	28
4.3 Descriptive Statistic of Research Variable	30

4.4 Discussion.....	48
CHAPTER 5 CONCLUSION AND DISCUSSION	49
5.1 Conclusion	50
5.2 Limitation.....	52
5.2 Suggestion.....	54
REFERENCES.....	58

LIST OF TABLES

Table 2.2 Previous Research	8
Table 4.1 Gender	26
Table 4.2 Age	27
Table 4.3 Last Education.....	28
Table 4.4 Domicile	28
Table 4.5 Visit Website in 1 Year.....	29
Table 4.6 Ever Doing Transaction	29
Table 4.7 Frequency of Transaction.....	30
Table 4.8 Interval Measurement Score	31
Table 4.9 Descriptive Statistics of Relative Advantage.....	32
Table 4.10 Descriptive Statistics of Perceived Website Reputation	33
Table 4.11 Descriptive Statistics of Perceived Website Image.....	34
Table 4.12 Descriptive Statistics of Trust.....	35
Table 4.13 Descriptive Statistics of Attitudes.....	36
Table 4.14 Univariate Normality Result	37
Table 4.15 Multivariate Normality Result	38
Table 4.16 Validity Result	39
Table 4.17 Reliability Result RA.....	39
Table 4.18 Reliability Result PWR.....	40
Table 4.19 Reliability Result PWI	41
Table 4.20 Reliability Result T	41
Table 4.21 Reliability Result A.....	42
Table 4.22 Structural Model	43
Table 4.23 Hypothesis Testing.....	46

LIST OF FIGURES

Figure 1.1 Number of Internet Users and Netizen Penetration in Indonesia	1
Figure 1.2 Offline Shopping vs Online Shopping Products.....	3
Figure 1.3 Carousell's Logo.....	3
Figure 1.4 Carousell's Timeline.....	5
Figure 2.1 Research Framework.....	21

LIST OF APPENDIX

Appendix 1 : Questionnaire

Appendix 2 : DATA

Appendix 3 : Statistic Descriptive SPSS

Appendix 4 : SEM Lisrel Output

Appendix 5 : SEM Lisrel Path

Appendix 6 : SEM Lisrel Output Total

ABSTRAK

Pada era sekarang ini website untuk berjualan online meraja lela dan merupakan salah satu bisnis yang berkembang sangat pesat di Indonesia dan jual beli secara online dipercaya menjadi bagian dari kehidupan masyarakat di Indonesia. Bersaing untuk memberikan yang terbaik, mulai dari kualitas, harga dan pemberian diskon bisa besaran menjadi tren saat ini di dunia online.

Berlomba dengan inovasi dan tradisi, masing-masing bisnis dapat membuka toko mereka secara online kapan saja dimana saja. Namun, dengan banyaknya kompetitor dan semakin ketatnya persaingan, para pengusaha terutama platform berbasis situs web harus memiliki strategi untuk meraup keuntungan sebesar mungkin dan juga untuk bertahan selama mungkin di pasar, dan juga agar dapat memiliki banyak pelanggan. Populasi dari penelitian ini adalah pernah mengunjungi situs web Carousell dan melakukan transaksi minimal 2x dan berlokasi di Surabaya. Sampling yang digunakan dalam penelitian ini adalah nonprobability sampling dan pengambilan sampel adalah menggunakan teknik purposive sampling. Sampel berjumlah sebanyak 170 responden. Teknik analisis data yang digunakan dalam penelitian adalah SEM (structural equation modeling), menggunakan aplikasi Lisrel. Hasil pengujian menunjukkan bahwa customer relative advantage mempunyai pengaruh terhadap perceived website reputation, perceived website image, dan trust. Perceived website reputation mempunyai pengaruh terhadap perceived website image, dan tidak berpengaruh pada trust. Trust dan perceived website image berpengaruh positif pada attitudes. Dalam penelitian ini terdapat saran yang dapat diberikan peneliti yaitu agar website Carousell dapat terus mempertahankan kualitas webnya dan agar memberikan kemudahan ada transaksi. Sebagai saran akademis diharapkan penelitian berikutnya menggunakan variabel – variabel lain seperti promosi, repurchase intention, purchase intention.

Keywords: Attitudes towards Online Shopping, Factors affecting consumers attitude, Attitude, Online Shopping, Relative Advantage, Perceived Website Image, Perceived Website Reputation, Trust, Behavior

ABSTRACT

In the current era, websites for selling online are rampant and are one of the fastest growing businesses in Indonesia and online buying and selling is believed to be part of the lives of people in Indonesia. Competing to give the best, expanding from quality, price and giving discounts can be the current trend in the world online. Competing with innovation and tradition, each business can open their stores online anytime, anywhere. However, with the large number of competitors and the increasingly fierce competition, entrepreneurs, especially website based platforms, must have a strategy to reap the greatest possible profits and also to survive as long as possible in the market, and also to have many customers . The population of this study was to visit the Carousell website and conduct a minimum transaction of 2x and located in Surabaya. The sampling used in this research is nonprobability sampling and sampling is using purposive sampling technique. The sample amounted to 170 respondents. The data analysis technique used in the study is SEM (structural equation modeling), using the application Lisrel. The test results show that the relative customer advantage has an influence on the perceived website reputation, perceived website image, and trust. Perceived website reputation has an influence on the perceived website image, and does not depend on trust. Trust and perceived website image have positive influence on attitudes. In this research, there are suggestions that can be given by the researcher, namely that the Carousell website can continue to maintain the quality of the website and to provide convenience for transactions. As academic advice, it is expected that subsequent research uses other variables such as promotion, re-purchase intention, purchase intention.

Keywords: Attitudes towards Online Shopping, Factors affecting consumers attitude, Attitude, Online Shopping, Relative Advantage, Perceived Website Image, Perceived Website Reputation, Trust, Behavior