

ABSTRACT

Information technology has developed rapidly where its development cannot be avoided. The result of this development such as the internet, not only can help our daily life becomes more modern or easier, the business world is also helped with the result of this development. The existence of internet itself and its related technologies affects the business world greatly where they have changed the concept of traditional commerce into electronic commerce or e-commerce.

The growth of Indonesia e-commerce is high, but despite the high growth of e-commer, the internet penetration and online shopping penetration is not as expected and the pace at which taking advantage of the only shopping still falls somewhat behind expectations. All this lags are because of consumers still do not find online shopping irresistible or the attitude towards the online shopping is not in a favorable way. And even though the Indonesian consumer attitudes towards online shopping is negative or not in favorable manner, it is reversed if compared with Lazada Indonesia where consumer attitudes towards them is already positive or in favorable manner.

The objective of this research is to analyze factors in an integrated model which involves Perceived Web Quality, Perceived Benefits, eWOM, Trust, and Online Shopping Attitudes. This research used data from 400 samples of respondents who live in Indonesia that have done a purchasement at lazada.co.id website. The samples are collected by giving online questionnaires with 21 question items from 5 constructs. Structural Equation Modelin (SEM) is used as analyzing tool to test the hypotheses and using SmartPLS 3.0 as the statistic software to conduct the calculations.

The result of this research is shown that all the hypotheses of is supported. There are 3 factors that influence consumers online shopping attitudes which are Perceived Web Quality, Perceived Benefits, and Trust. The result also shows that this model can be used to predict Consumers online hopping attitude towards lazada.co.id moderately where the R^2 is 56,4%. By understanding this, lazada.co.id can create an online shop that is line with variables that determine positive consumers online shopping attitude.

This research has found that the most significant factor from this model that influences the consumers online shopping attitudes towards lazada.co.id is Perceived Web Quality. This means that lazada.co.id should focus on maintaining and improving the overall quality and performance of their website to product more positive and favorable attitude of consumers towards their online shopping. For further research because the model is able to moderately predict the consumer online shopping attitudes, another variables that influence the model may be added and it is expected be able encouraged to focus on application based online shopping to understand app users online shopping attitude.

Keywords: lazada, online shopping attitudes, perceived web quality, indonesia