

ABSTRACT

With the development of information technology, many aspects of daily life have changed and adapted to environment. This can be seen from activities that were previously carried out conventionally, now starting to be replaced with technology that facilitates the process of exchanging information between one party and another. One of the activities affected is buying and selling activities.

Matahari Department Store, Mataharistore.com, and Mataharimall.com are businesses that are created by Lippo Group, where the three companies focus on fashion. This study aims to analyze the effects of the development of online buying and selling sites based on the existence of retail stores that have been built before. The effect that is the focus of this research is the attitude and purchase intention of consumers on the sites of Mataharistore.com and Mataharimall.com developed by Lippo Group, based on the Matahari Department Store brand that has been established in Indonesia as a fashion retail store.

This research included in causal and confirmatory analysis that was applied to test or confirm a model that had previously been hypothesized, and use quantitative methods. The technique of collecting data used a questionnaire distributed to the community in Bandung City which had visited Matahari Department Store as many as 126 respondents, but only 100 responses were valid. The results of these data are processed by Covariance-Based Structural Equation Modeling (CB-SEM).

Based on the results of the study, there is a significant relationship between the basic attributes of the site with online consumer attitudes, the company's reputation for offline consumer attitudes, offline consumer attitudes towards buying intention directly, online consumer attitudes towards buying intentions online, and intention to buy offline against purchase intentions by online.

Keywords: E-commerce, Multichannel Retailing, Buying Intention, Consumer Attitudes