

ABSTRAK

FACHRUL FARIZAN. Pengaruh Religiusitas, Kualitas Web, *Utilitarian Shopping Value*, dan *Hedonic Shopping Value* Terhadap Niat Membeli Pakaian Web Toko Pakaian Muslim Daring Daerah Khusus Ibukota Jakarta. Fakultas Ekonomi Universitas Jakarta. 2017.

Dalam penelitian ini terdapat beberapa tujuan untuk menggambarkan religiusitas, kualitas situs, *utilitarian shopping value*, *hedonic shopping value*, dan niat membeli. Penelitian ini tentunya sekaligus menguji dan mengungkapkan pengaruh diantara religiusitas, kualitas situs, *utilitarian shopping value*, *hedonic shopping value*, dan niat membeli tersebut. Penelitian ini menggunakan bentuk penelitian kuantitatif dengan jenis deskriptif kausal. Peneliti menggunakan kuesioner sebagai teknik pengumpulan data, dan juga AMOS sebagai aplikasi pengolahan data. Keseluruhan sampel yang diambil berjumlah 250 responden dengan teknik *nonprobability sampling* yang berjenis *purposive sampling*. Selain itu untuk metode analisis data, peneliti menggunakan analisis deskriptif dan juga SEM untuk pengujian hipotesis. Hasil pengujian uji t mendapati bahwa religiusitas, kualitas situs, dan *utilitarian shopping value* tidak berpengaruh terhadap niat membeli. Akan tetapi *hedonic shopping value* memiliki pengaruh signifikan terhadap niat membeli pakaian situs toko pakaian muslim daring.

Kata Kunci: religiusitas, kualitas web, *utilitarian shopping value*, *hedonic shopping value*, niat membeli

ABSTRACT

FACHRUL FARIZAN. *The Influence of Religiosity, Web Quality, Utilitarian Shopping Value, and Hedonic Shopping Value On Purchase Intention Clothes Web Muslim Online Store Jakarta. Faculty of Economy State University of Jakarta. 2017.*

In this research there are several goals to describe religiosity, web quality, utilitarian shopping value, hedonic shopping value, and buying intention. This study of course also test and reveal the influence among religiosity, web quality, utilitarian shopping value, hedonic shopping value, and the intention to buy it. This research uses a quantitative research form with causal descriptive type. Researchers use questionnaires as data collection techniques, and also AMOS as a data processing application. The total samples taken were 250 respondents with nonprobability sampling technique with purposive sampling type. In addition to the method of data analysis, researchers used descriptive analysis and also SEM for hypothesis testing. The result of t test shows that religiosity, web quality, and utilitarian shopping value have no effect on buying intention. However, hedonic shopping value has a significant influence on purchase intention of clothes at Muslim clothing store sites online.

Keywords: religiosity, web quality, utilitarian shopping value, hedonic shopping value, purchase intention