

ABSTRAK

Situs website *e-commerce* Lazada.co.id merupakan salah situs jual beli *online* yang ada di Indonesia. Penelitian ini bertujuan untuk mengetahui adanya terpaan situs website *e-commerce* Lazada.co.id terhadap minat beli konsumen secara *online* dan mengetahui faktor-faktor yang mempengaruhi minat beli konsumen secara *online*. Teori yang digunakan pada penelitian ini adalah teori media baru dan teori S-O-R (Stimulus Organism-Response). Populasi dalam penelitian ini adalah seluruh pegawai PT. PLN (Persero) Pembangkitan Tanjung Jati B, Jepara, Jawa Tengah, sebanyak 89 responden. Hasil penelitian yang dilakukan, dapat diketahui bahwa terdapat pengaruh positif dan signifikan antara terpaan situs website *e-commerce* Lazada.co.id terhadap minat beli konsumen secara *online*. Hasil analisis korelasi *product moment* diperoleh koefisien korelasi (*r*) sebesar 0,579 dan signifikan 0,000, berarti terdapat hubungan antara terpaan situs website *e-commerce* Lazada co.id dengan minat beli konsumen secara *online*. Hasil analisis menggunakan regresi linear sederhana dapat diketahui bahwa ada pengaruh positif dan signifikan antara terpaan situs website *e-commerce* Lazada.co.id terhadap minat beli konsumen secara *online*, yaitu sebesar 33,5% dan 66,5% sisanya dipengaruhi faktor-faktor lain, diantaranya adalah gender, situs website *e-commerce* (situs jual beli *online*) lainnya, harga dan ongkos kirim.

Kata kunci : Penelitian Survai, Terpaan Lazada, Minat Beli Konsumen, PLN

ABSTRACT

The website e-commerce lazada.co.id is one of the sites online that is exiting in Indonesia. Lazada. The objective of this study is to determine the attack of the website e-commerce Lazada.co.id against interest consumers to buy online and to know the factors that influence consumers to buy online. The theory of this study is thory new media and theories S-O-R (Stimulation Organism Response). The population of this study are all employess of power generation PT. PLN (Persero) Tajung Jati B, Jepara, Central java, as many as 89 respondents. The result os the study conducted, can be known that there is positive and significant influence between the attack of the website e-commerce lazada.co.id against interest consumtents to buy online.The results of correlation analysis product moment coefficient (r) of 0,579 and 0,000 significant, meaning there is a relationship between the attackto e-commerce website Lazada co.id by consumers to buy online. The results of analysis using simple linear regression can be know that there is a positive and significant influence between the attack to e-commerce websites Lazada.co.id on interest consumer to buy online, namely of 33.5% and 66.5% were influenced by other factors this is following, gender, e-commerce web site (site selling online), the price and postage.

Keyword : Research survey method, The attack of Lazada, interest consumer, PLN