

SKRIPSI

**KESESUAIAN PREFERENSI KONSUMEN DAN
KEMAMPUAN UNTUK MENGEKSPRSIKAN
PREFERENSI TERHADAP INTENSI
MENGUNAKAN KUSTOMISASI MASSAL
PAKAIAN SECARA ONLINE TERHADAP
KONSUMEN DI JAKARTA BARAT**



UNTAR
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**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT
GUNA MENCAPAI GELAR SARJANA EKONOMI**

**PROGRAM STUDI S1 MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS TARUMANAGARA
JAKARTA BARAT**

2019

**UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA**

HALAMAN PERSETUJUAN SKRIPSI

**NAMA : YOLA METRY
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PROGRAM/JURUSAN : S1 / MANAJEMEN
KONSENTRASI : MANAJEMEN KEWIRAUSAHAAN
JUDUL SKRIPSI : KECOCOKAN PREFERENSI KONSUMEN DAN
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PREFERENSI DALAM INTENSI
MENGUNAKAN KUSTOMISASI MASSAL
ONLINE TERHADAP KONSUMEN DI
JAKARTA BARAT**

**Jakarta, 16 Juli 2019
Pembimbing,**



(Andi Wijaya, S.E., M.M)

**UNIVERSITAS TARUMANAGARA
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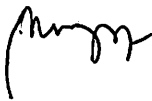
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ABSTRAK

**UNIVERSITAS TARUMANAGARA
FAKULTAS EKONOMI
JAKARTA**

(A) YOLA METRY (115150420)

(B) KESESUAIAN PREFERENSI KONSUMEN DAN KEMAMPUAN UNTUK MENGEKSPRESIKAN PREFERENSI TERHADAP INTENSI MENGGUNAKAN KUSTOMISASI MASSAL PAKAIAN SECARA ONLINE PADA KONSUMEN DI JAKARTA BARAT

(C) xiv + 63 Halaman, 2019, tabel 20, gambar 3, lampiran 4

(D) KEWIRAUSAHAAN

(E) Tujuan dari penelitian ini adalah untuk mengetahui apakah kesesuaian preferensi, kemampuan mengekspresikan preferensi, pengendalian perilaku, sikap, dan keterlibatan pakaian memiliki pengaruh terhadap intensi menggunakan kustomisasi massal *online*. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan teknik pengumpulan sampel *purposive sampling* dan pengumpulan data yang dilakukan menggunakan kuesioner. Ukuran sampel yang diambil sebesar 100 responden yang berasal dari wilayah jakarta barat. Penelitian ini di bantu dengan menggunakan *software smart PLS 3.0*. Temuan pada penelitian ini menunjukkan bahwa kecocokan preferensi dan kemampuan mengekspresikan preferensi berpengaruh positif dan signifikan terhadap intensi menggunakan kustomisasi massal *online*. mengenai hasil penelitian ini.

(F) Daftar Acuan 76 (1991-2019)

(G) Andi Wijaya, S.E., M.M.

ABSTRACT

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(A) YOLA METRY (115150420)

(B) KESESUAIAN PREFERENSI KONSUMEN DAN KEMAMPUAN UNTUK MENGEKSPRESIKAN PREFERENSI TERHADAP INTENSI MENGGUNAKAN KUSTOMISASI MASSAL PAKAIAN SECARA ONLINE PADA KONSUMEN DI JAKARTA BARAT

(C) xiv + 63 Halaman, 2019, tabel 20, gambar 3, lampiran 4

(D) KEWIRAUSAHAAN

(E) *The purpose of this study was to determine whether preference fit, ability to express preferences, control behavior, attitudes, and clothing involvement had an influence on intention to use mass customization online. The used type of this research is quantitative research using purposive sampling as technique of sample collection and data collection using a questionnaire. The sample size are taken 100 respondents from the west Jakarta region. This research was helped by using smart PLS 3.0 software. The findings in this study indicate that the preferences fit and the ability to express preferences has a positive and significant effect on intention to use mass customization online.*

(F) Daftar Acuan 76 (1991-2019)

(G) Andi Wijaya, S.E., M.M.

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DAFTAR LAMPIRAN

LAMPIRAN 1 Kuesioner Penelitian

Identitas Responden

1. Jenis Kelamin:

- Laki-Laki
- Perempuan

2. Usia:

- 18-20
- 21-25
- 26-30
- >30

3. Domisili:

- Jakarta Utara
- Jakarta Selatan
- Jakarta Pusat
- Jakarta Barat
- Jakarta Timur

4. Seberapa sering Anda menggunakan Online Shop dalam Sebulan

- 1 kali
- 2-3 kali
- Saat ada kebutuhan tertentu
- Setiap kali berbelanja

5. Pernahkah Anda menggunakan Kustomisasi massal Online

- Pernah
- Tidak pernah

Kecocokan Preferensi Konsumen Dan Kemampuan Untuk Mengeksprsikan Preferensi Dalam Intensi Menggunakan Kustomisasi Massal Online Pakaian Terhadap Konsumen Di Jakarta Barat

Pilih salah satu jawaban yang menurut Bapak/Ibu/Saudara/i anggap paling tepat dengan memberi angka 1 sampai 6 pada kolom yang tersedia. Adapun keterangan pada pilihan jawaban adalah sebagai berikut:

- 1= Sangat Tidak Setuju
 - 2= Tidak Setuju
 - 3= Kurang Setuju
 - 4= Cukup Setuju
 - 5= Setuju
 - 6= Sangat Setuju
- Clothing Involvement**

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|---|---|---|---|---|---|---|
| 1 | Keterlibatan pakaian pada kustomisasi massal online itu penting | | | | | | |
| 2 | Keterlibatan pakaian pada kustomisasi massal online membosankan | | | | | | |
| 3 | Keterlibatan pakaian pada kustomisasi massal online diperlukan | | | | | | |
| 4 | Keterlibatan pakaian pada kustomisasi massal online menarik perhatian | | | | | | |

Ability to Express Preferences

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|---|---|---|---|---|---|---|
| 1 | Mudah bagi saya untuk mendeskripsikan seperti apa seharusnya pakaian itu . | | | | | | |
| 2 | Mudah bagi saya untuk memilih atribut pakaian yang terpenting bagi saya | | | | | | |
| 3 | Saya dapat dengan mudah menjelaskan kepada orang lain seperti apa pakaian yang paling saya sukai. | | | | | | |

Perceived Preference Fit

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|---|---|---|---|---|---|---|
| 1 | Saya bisa mendapatkan produk dengan desain yang saya mau melalui proses kustomisasi massal online | | | | | | |
| 2 | Saya bisa mendapatkan produk dengan bahan yang saya mau melalui proses kustomisasi massal online | | | | | | |
| 3 | Saya bisa mendapatkan produk dengan ukuran yang saya mau melalui proses kustomisasi massal online | | | | | | |

Perceived Behaviour Control

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|---|---|---|---|---|---|---|
| 1 | Membeli produk Kustomisasi Massal Online membuat saya merasa bingung | | | | | | |
| 2 | Membeli produk Kustomisasi Massal Online membuat saya merasa frustrasi | | | | | | |
| 3 | Membeli produk Kustomisasi Massal Online membuat saya merasa terkendali | | | | | | |

Attitudes Toward Online Mass Customization

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|---|---|---|---|---|---|---|
| 1 | Bagi saya, proses Kustomisasi Massal Online akan menjadi baik | | | | | | |
| 2 | Bagi saya, proses Kustomisasi Massal Online akan menjadi bermanfaat | | | | | | |
| 3 | Bagi saya, proses Kustomisasi Massal Online akan diperlukan | | | | | | |

Intention to Use Online Mass Customization

| No | Pernyataan | 1 | 2 | 3 | 4 | 5 | 6 |
|----|--|---|---|---|---|---|---|
| 1 | Saya bersedia untuk mengunjungi kembali penjual online yang menawarkan produk kustomisasi massal online di masa mendatang. | | | | | | |
| 2 | Saya bersedia membayar lebih untuk produk kustomisasi massal online melalui penjual online | | | | | | |
| 3 | Saya bersedia menunggu lebih lama untuk pembelian kustomisasi massal online melalui penjual online | | | | | | |

LAMPIRAN 2: Hasil Jawaban Responden

| No | KP1 | KP2 | KP3 | KP4 | KMP 1 | KMP 2 | KMP 3 | KPR 1 | KPR 2 | KPR 3 | KPD 1 | KPD 2 | KPD 3 | SKM 1 | SKM 2 | SKM 3 | IKM 1 | IKM 2 | IKM 3 | |
|----|-----|-----|-----|-----|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---|
| 1 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 2 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 6 | 5 | 6 | 6 | 4 | 4 | 5 | 4 | 4 | 5 | 6 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 6 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 |
| 5 | 5 | 6 | 6 | 5 | 5 | 5 | 4 | 5 | 6 | 6 | 4 | 4 | 4 | 5 | 6 | 6 | 5 | 5 | 5 | 5 |
| 6 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 |
| 7 | 5 | 5 | 5 | 6 | 5 | 6 | 6 | 4 | 5 | 4 | 6 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 6 | 6 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 9 | 6 | 4 | 5 | 6 | 6 | 5 | 6 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 6 | 4 | 5 | 6 | 6 |
| 10 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 11 | 6 | 6 | 6 | 5 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 13 | 5 | 4 | 4 | 4 | 4 | 6 | 6 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 6 | 5 | 5 |
| 14 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 6 | 5 | 5 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 |
| 16 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 1 | 2 | 4 | 4 | 3 | 3 |
| 17 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 6 | 4 | 3 | 4 | 4 | 5 | 6 | 3 | 3 | 4 | 4 |
| 18 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 19 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 6 | 6 | 6 | 5 | 4 | 4 | 4 |

| | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 20 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 4 | 3 | 4 | 6 | 6 | 6 | 4 | 3 | 4 |
| 21 | 5 | 6 | 5 | 5 | 5 | 5 | 6 | 6 | 5 | 6 | 4 | 6 | 5 | 5 | 6 | 6 | 6 | 5 | 6 |
| 22 | 6 | 4 | 5 | 6 | 5 | 5 | 5 | 6 | 5 | 6 | 5 | 4 | 5 | 5 | 6 | 5 | 6 | 5 | 6 |
| 23 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 5 | 4 |
| 24 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 |
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| 30 | 4 | 4 | 6 | 6 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 6 | 6 | 6 | 4 |
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| 33 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 34 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 6 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
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| 38 | 5 | 5 | 6 | 5 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 4 | 4 | 4 | 5 | 5 |
| 39 | 5 | 5 | 6 | 6 | 5 | 5 | 5 | 5 | 6 | 6 | 6 | 6 | 5 | 4 | 4 | 4 | 4 | 5 | 6 |
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| | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 55 | 5 | 6 | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 |
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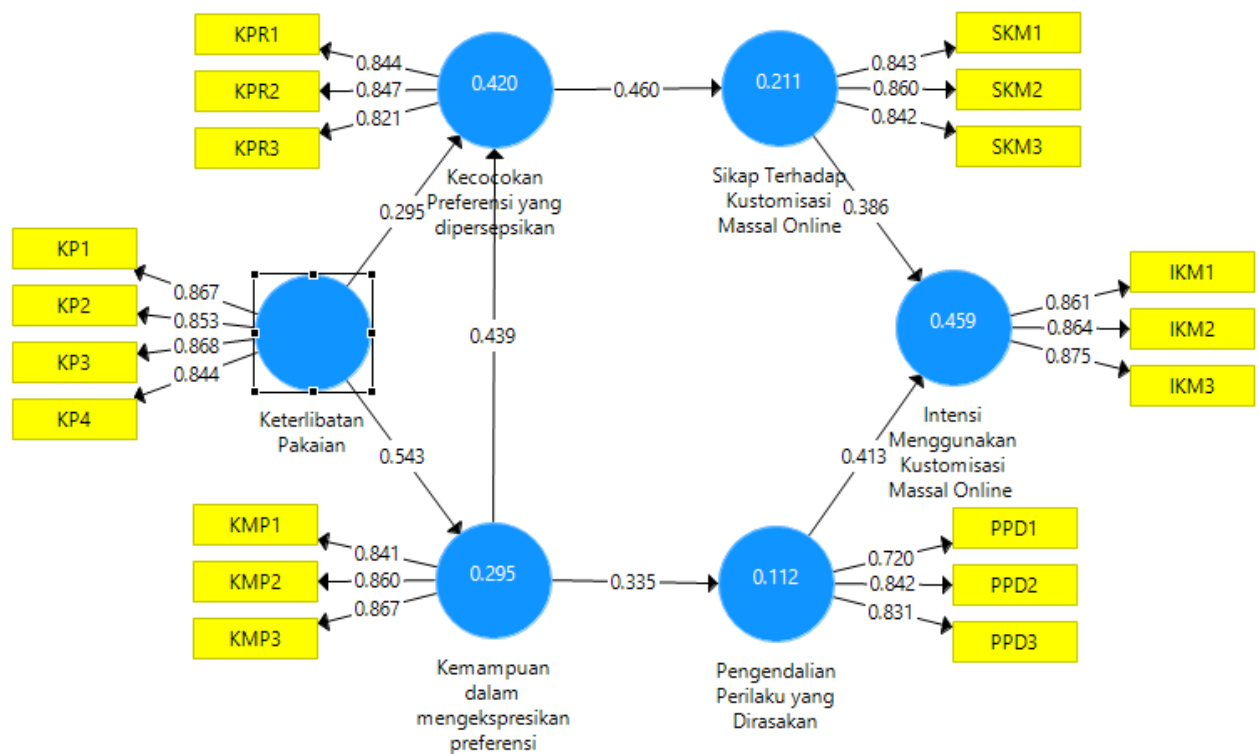
| | | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 68 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 6 | 6 | 4 | 4 | 5 | 5 | 5 |
| 69 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
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| 73 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 5 | 5 | 6 | 6 | 5 | 6 | 6 |
| 74 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 76 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 6 | 6 | 6 | 5 | 5 | 5 | 5 | 5 |
| 77 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 78 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 79 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 6 | 3 | 3 | 3 | 5 | 5 | 5 | 5 |
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| 81 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
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| 84 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 6 | 6 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 6 | 6 | 6 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |
| 86 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 87 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 88 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |

| | | | | | | | | | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 89 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 |
| 90 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 91 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 92 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 |
| 93 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 |

LAMPIRAN 3: Hasil Uji Validitas dan Reliabilitas (*Outer Model*)

1. *Loading Factor*

| Indikator | Keterlibatan Pakaian | Kemampuan dalam mengekspresikan preferensi | Kecocokan Preferensi yang dipersepsikan | Pengendalian Perilaku yang Dirasakan | Sikap Terhadap Kustomisasi Massal <i>Online</i> | Intensi Menggunakan Kustomisasi Massal <i>Online</i> |
|-----------|----------------------|--|---|--------------------------------------|---|--|
| KP1 | 0,867 | | | | | |
| KP2 | 0,853 | | | | | |
| KP3 | 0.868 | | | | | |
| KP4 | 0.844 | | | | | |
| KMP1 | | 0.841 | | | | |
| KMP2 | | 0.860 | | | | |
| KMP3 | | 0.867 | | | | |
| KPR1 | | | 0.844 | | | |
| KPR2 | | | 0.847 | | | |
| KPR3 | | | 0.821 | | | |
| PPD1 | | | | 0.720 | | |
| PPD2 | | | | 0.842 | | |
| PPD3 | | | | 0.831 | | |
| SKM1 | | | | | 0.843 | |
| SKM2 | | | | | 0.860 | |
| SKM3 | | | | | 0.842 | |
| IKM1 | | | | | | 0.861 |
| IKM2 | | | | | | 0.864 |
| IKM3 | | | | | | 0.875 |



2. Average Variance Extracted, Cronbach's Alpha, Composite Reliability

| | Cronbach's Alpha | rho_A | Composite Relia... | Average Varia... |
|-------------------------|------------------|-------|--------------------|------------------|
| Intensi Menggunaka... | 0.834 | 0.835 | 0.900 | 0.751 |
| Kecocokan Preferensi... | 0.790 | 0.805 | 0.875 | 0.701 |
| Kemampuan dalam ... | 0.818 | 0.818 | 0.891 | 0.733 |
| Keterlibatan Pakaian | 0.882 | 0.889 | 0.918 | 0.737 |
| Pengendalian Perilak... | 0.726 | 0.762 | 0.841 | 0.640 |
| Sikap Terhadap Kusto... | 0.805 | 0.806 | 0.885 | 0.720 |

3. Fornell Larcker

| | Intensi Mengg... | Kecocokan Pre... | Kemampuan d... | Keterlibatan Pa... | Pengendalian ... | Sikap Terhada... |
|-----------------------|------------------|------------------|----------------|--------------------|------------------|------------------|
| Intensi Menggun... | 0.866 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| Kecocokan Prefer... | 0.396 | 0.837 | 0.000 | 0.000 | 0.000 | 0.000 |
| Kemampuan dala... | 0.461 | 0.599 | 0.856 | 0.000 | 0.000 | 0.000 |
| Keterlibatan Pakai... | 0.387 | 0.533 | 0.543 | 0.858 | 0.000 | 0.000 |
| Pengendalian Peri... | 0.582 | 0.424 | 0.335 | 0.258 | 0.800 | 0.000 |
| Sikap Terhadap K... | 0.567 | 0.460 | 0.428 | 0.358 | 0.440 | 0.848 |

4. Cross Loadings

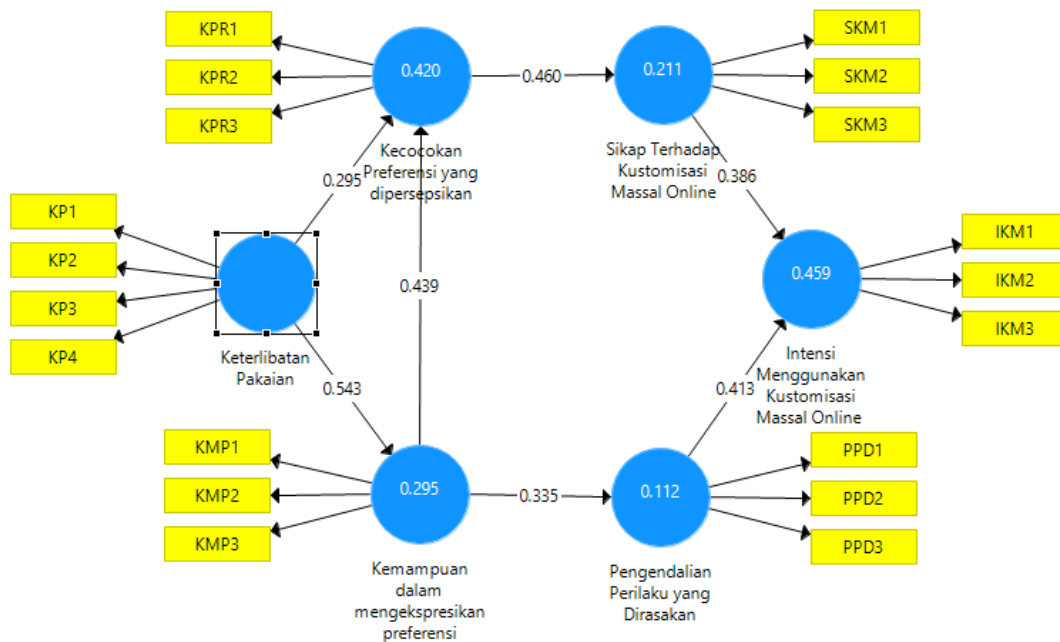
| | Intensi Mengg... | Kecocokan Pre... | Kemampuan d... | Keterlibatan Pa... | Pengendalian ... | Sikap Terhada... |
|------|------------------|------------------|----------------|--------------------|------------------|------------------|
| IKM1 | 0.861 | 0.367 | 0.357 | 0.350 | 0.455 | 0.553 |
| IKM2 | 0.864 | 0.254 | 0.403 | 0.264 | 0.549 | 0.412 |
| IKM3 | 0.875 | 0.404 | 0.438 | 0.388 | 0.511 | 0.506 |
| KMP1 | 0.329 | 0.491 | 0.841 | 0.538 | 0.307 | 0.421 |
| KMP2 | 0.410 | 0.527 | 0.860 | 0.458 | 0.256 | 0.282 |
| KMP3 | 0.451 | 0.520 | 0.867 | 0.390 | 0.295 | 0.393 |
| KP1 | 0.362 | 0.481 | 0.518 | 0.867 | 0.230 | 0.339 |
| KP2 | 0.299 | 0.525 | 0.498 | 0.853 | 0.226 | 0.309 |
| KP3 | 0.274 | 0.421 | 0.392 | 0.868 | 0.176 | 0.309 |
| KP4 | 0.393 | 0.380 | 0.436 | 0.844 | 0.252 | 0.263 |
| KPR1 | 0.424 | 0.844 | 0.621 | 0.456 | 0.329 | 0.460 |
| KPR2 | 0.270 | 0.847 | 0.477 | 0.420 | 0.285 | 0.289 |
| KPR3 | 0.272 | 0.821 | 0.371 | 0.460 | 0.459 | 0.382 |
| PPD1 | 0.333 | 0.352 | 0.238 | 0.175 | 0.720 | 0.132 |
| PPD2 | 0.438 | 0.264 | 0.217 | 0.122 | 0.842 | 0.213 |
| PPD3 | 0.576 | 0.393 | 0.328 | 0.292 | 0.831 | 0.595 |
| SKM1 | 0.435 | 0.423 | 0.372 | 0.338 | 0.468 | 0.843 |
| SKM2 | 0.473 | 0.366 | 0.321 | 0.289 | 0.391 | 0.860 |
| SKM3 | 0.530 | 0.382 | 0.394 | 0.285 | 0.267 | 0.842 |

LAMPIRAN 4 : Hasil Analisis Data (*Inner Model*)

1. R-Square

| Matrix | R Square | R Square Adjusted |
|------------------|----------|-------------------|
| | R Square | R Square Adjus... |
| Intensi Mengg... | 0.459 | 0.447 |

2. Path Coefficient



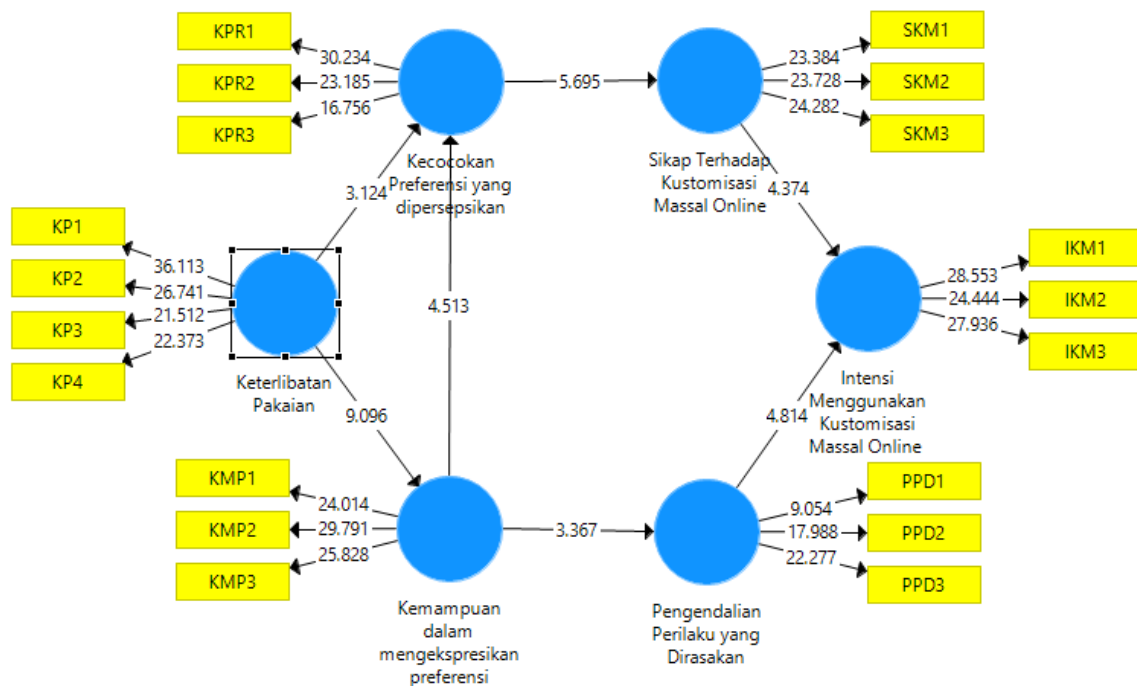
3. Goodness of Fit (GoF)

| | Saturated Model | Estimated Mo... |
|-----|-----------------|-----------------|
| NFI | 0.659 | 0.650 |

4. Bootstrapping

Path Coefficients

| | Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | | |
|--------------------|---------------------------------|----------------------|-------------------------------------|---------------------|----------|
| | Original Sampl... | Sample Mean (...) | Standard Devia... | T Statistics (O... | P Values |
| Kecocokan Pre... | 0.460 | 0.463 | 0.077 | 5.973 | 0.000 |
| Kemampuan d... | 0.439 | 0.439 | 0.103 | 4.255 | 0.000 |
| Kemampuan d... | 0.335 | 0.339 | 0.096 | 3.486 | 0.001 |
| Keterlibatan Pa... | 0.295 | 0.294 | 0.099 | 2.961 | 0.003 |
| Keterlibatan Pa... | 0.543 | 0.546 | 0.062 | 8.739 | 0.000 |
| Pengendalian ... | 0.413 | 0.412 | 0.087 | 4.731 | 0.000 |
| Sikap Terhadap... | 0.386 | 0.390 | 0.088 | 4.373 | 0.000 |



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2009-2012 : SMP Samaria Kudus
2003-2009 : SD Samaria Kudus

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SKRIPSI KECOCOKAN PREFERENSI KONSUMEN DAN KEMAMPUAN UNTUK MENGEKSPRSIKAN PREFERENSI DALAM INTENSI MENGGUNAKAN KUSTOMISASI MASSAL ONLINE PAKAIAN TERHADAP KONSUMEN DI JAKARTA BARAT DIAJUKAN OLEH: NAMA : YOLA METRY NIM : 115150420 UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT GUNA MENCAPAI GELAR SARJANA EKONOMI PROGRAM STUDI S1 MANAJEMEN FAKULTAS EKONOMI UNIVERSITAS TARUMANAGARA JAKARTA BARAT 2018 i BAB I PENDAHULUAN A. Permasalahan 1. Latar Belakang Persaingan antar bisnis memang sudah mejadi hal yang biasa sejak jaman dulu, namun seiring dengan adanya globalisasi, persaingan menjadi semakin ketat. Para pelaku bisnis yang terus dituntut oleh peluang yang semakin kecil, sehingga mereka harus bekerja keras untuk tetap memaksimalkan profit perusahaan yang mereka kelola. Persaingan yang dahulu hanya terjadi secara konvensional, dalam era globalisasi, persaingan juga terjadi secara online, yaitu dengan memanfaatkan akses internet yang ada. Salah satu bukti yang signifikan adalah bisnis online shopping yang mulai menjamur seiring berkembangnya globalisasi. Jika dilihat dari perspektif konsumen dan perbandingannya dengan tradisional shopping, online shopping memiliki beberapa keunggulan dan benefit. Pertama, online shopping memungkinkan konsumen membeli produk maupun jasa kapanpun dan dimanapun. Kedua, online shopping memungkinkan konsumen untuk menghemat biaya, tenaga, dan waktu saat membeli produk. Ketiga, online



SURAT PERNYATAAN

Yang bertanda tangan di bawah ini :

Nama mahasiswa : yola metry
 NPM (Nomor Pokok Mhs.) : 115150420
 Program Studi : S.1 Jurusan ..Manajemen
 Alamat : Perumahan Mitra ganda blok F no. 8

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nama lengkap mhs.
yola metry

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