

THE FACTOR ANALYSIS OF THE PURCHASE FREQUENCY ON SPORT PRODUCTS SOLD OVER INTERNET

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Abstrak: The purpose of the research is to figure out if such aspects as forms, times, process, and comfort influence the purchase frequency on sport products sold over the internet, in terms of individual purchase as well as the group one. The sample of the research are 229 people having experience of purchasing the products over internet. The technique to gather the samples is convenience sampling. Base on the answers of the respondent on 39 questions in the questionnaires, the factor analysis is carried out, resulting in: the product availability factor, time efficiency factor, cost factor, comfort factor, and frequency on the sport products sold factor. By using regression analysis it is found that the product availability, time efficiency, cost and comfort altogether influence the product purchasing frequency sold over internet, with $F = 7.471$ and $p = 0.001$ (< 0.05). Individually comfort gives little influence to sport products purchasing frequency sold over internet with $p = 0.126$ (> 0.05), the product availability gives little influence to the sport products with $p = 0.297$. The time efficiency gives little influence to the sport product with $p = 0.872$. The price gives strong influence to the sport product with $p = 0.008$.

Key words: Form, Frequency, E-Commerce, Internet.

Dalam mengembangkan bisnis ke arah pasar global pemasar perlu menggunakan teknologi informasi yang disebut internet. Selaras dengan itu, penelitian ini bertujuan untuk memberi jawaban secara empirik apakah faktor ketersediaan produk, efisiensi waktu, biaya, dan kenyamanan secara sendiri-sendiri maupun bersama-sama mempengaruhi frekuensi pembelian produk olahraga yang ditawarkan melalui internet.

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