

**MODEL PERILAKU PEMBELIAN *ONLINE* : EKSPLORASI
PROTECTION THEORY MOTIVATION
(Survei Pada Konsumen Fashion Wanita Pasca Covid Pada
Market Place di Sumatera Barat)**

THESIS



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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis teori motivasi perlindungan pada fashion wanita pada *market place* di Indonesia selama covid-19. Populasi dalam penelitian ini adalah wanita usia generasi milenial yang berbelanja fashion wanita pada *market place* di Sumatera Barat. Metode pengambilan sampel yang di gunakan adalah *non-probability sampling* dengan menggunakan *teknik purposive sampling*. Total sampel pada penelitian sebanyak 130. *Hypotesis testing using statistical analysis with two tailed. The hypotesis is accepted if the t-statistic value is > 1.96 and the significance value is <0.05.*

Hasil dari penelitian adalah *threat appraisal* berpengaruh negatif terhadap *adaptive behavior* pada pelanggan yang berbelanja online fashion wanita pada pasca covid-19 pada *market place* di Sumatera Barat. *Coping appraisal* berpengaruh positif terhadap *adaptive behavior* pada pelanggan yang berbelanja fashion wanita pada pasca covid-19 pada *market place* di Sumatera Barat. *Consumer Resilience* memoderasi *threat appraisal* dan *adaptive behavior* berpengaruh negatif terhadap pada pelanggan yang berbelanja online fashion wanita pada pasca covid 19 pada *market place* di Sumatera Barat. *Customer Satisfaction* dengan niat membantu penjual memoderasi *threat appraisal* berpengaruh negatif pada pelanggan berbelanja online fashion wanita pada pasca covid-19 pada *market place* di Sumatera Barat.

Kata Kunci: *Adaptive behavior, Copping appraisal, Consumer Resilience, Customer satisfaction, E-commerce, Perceived severity, Threat appraisal.*

ABSTRACT

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This study aims to analyze the motivational theory of protection in Women's fashion in the marketplace in Indonesia during Covid-19. The population in this study are women of the millennial generation who shop for women's fashion at marketplaces in West Sumatra. The sampling method used is non-probability sampling using the purposive sampling technique. The total sample in the study was 130. Hypothesis testing using statistical analysis with two-tailed. The results of the study are that Threat Appraisal has a negative effect on the adaptive behavior of customers who shop online for women's fashion in post-covid-19. Coping Appraisal has a positive effect on the adaptive behavior of customers who shop online for women's fashion in the post-covid- 19. The relationship between threat appraisal and adaptive behaviour is negatively moderated by consumer resilience and satisfaction with the retailer's assistive intent on customers who shop online for women's fashion in the post-covid-19.

Keywords: Adaptive behavior, Copping appraisal, Consumer Reslience, Customer satisfaction, E-commerce, Perceived severity, Threat appraisal.