

**ANALYSIS OF CONSUMER BEHAVIOR OF ONLINE GROUP BUYING AS
ONE OF THE ONLINE SHOPPING METHOD TOWARDS SWISS GERMAN
UNIVERSITY AND UNIVERSITAS MULTIMEDIA NUSANTARA
STUDENTS**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYSIS OF CONSUMER BEHAVIOR OF ONLINE GROUP BUYING AS ONE OF THE ONLINE SHOPPING METHOD TOWARDS SWISS GERMAN UNIVERSITY AND UNIVERSITAS MULTIMEDIA NUSANTARA STUDENTS

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Junaidi Sinaga, MBA, *Advisor*

The purpose of this research is to identify and measure the factors that influence online consumers' group buying intention, also to decide what factor has the most influence to it. The data collection involved the distribution of 300 questionnaires to university students in Swiss German University and Universitas Multimedia Nusantara. During the data collection, only 107 data can be processed using the SPSS Version 16 for the statistical analysis. The result shows that from the 6 factors/variables that are being tested, there are 3 factors which have significant relationship towards the group buying intention, which are trust, reciprocity and conformism.

Keywords: Group Buying, Online Shopping Method, Group Buying Behavior, Demand Externalities, Price Consciousness, Price Sensitivity, Reciprocity, Conformism, Trust, Intention

DEDICATION

I dedicate this thesis firstly and mainly to myself. This is not only a huge achievement for me, but it is also my very own form of self-acknowledgement. No word could express my happiness and gratefulness when I finally finish this thesis.

Next, to my very advisor, Mr. Junaidi Sinaga, MBA, my statistical advisor, Dr. rer.nat. Linus Pasasa, and my caring lecturer Mrs. Dibia Abduh, BBA. I hope I did not let you guys down during the past 3 months, and hopefully this thesis can be useful for you in the future.

Last but not least, to my family. Although my parents and my brothers will not read my thesis, but I will still be very grateful to explain the content to them and make this thesis as my younger brothers guidance when he finally have to make his very own thesis as well.



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