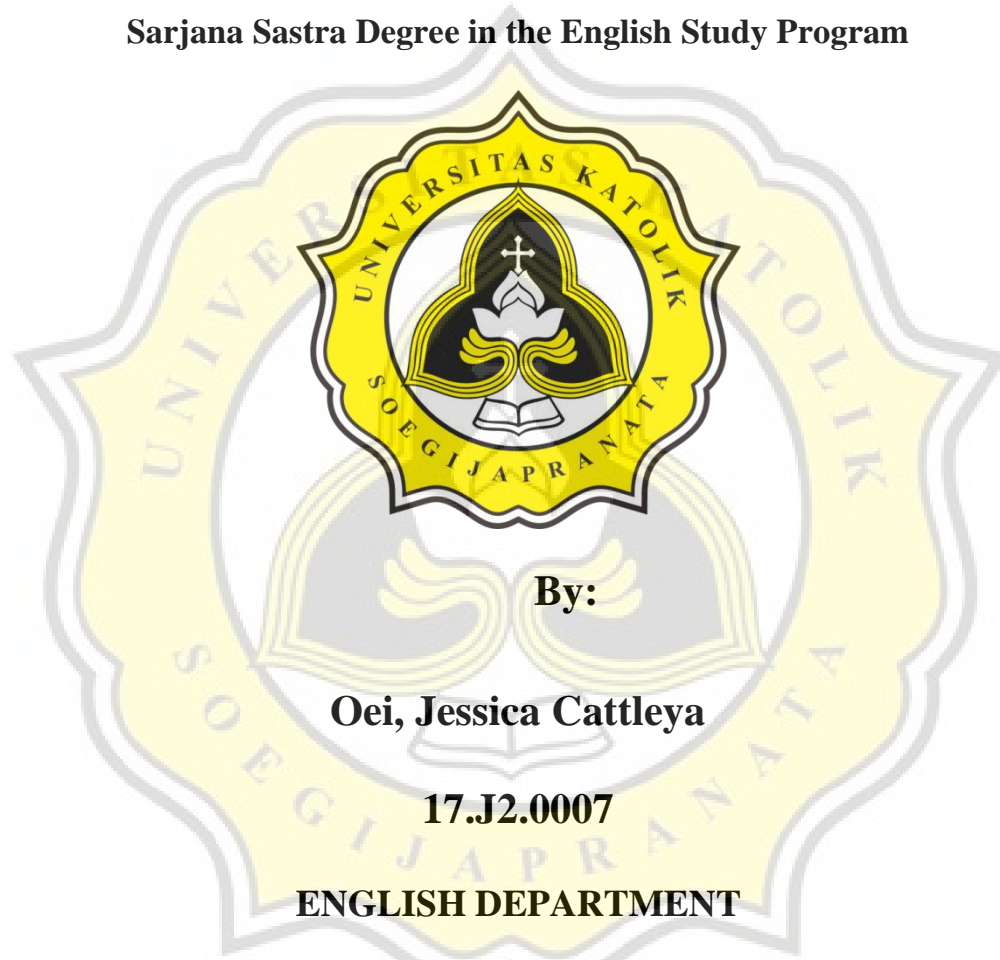


**FEMALE YOUNG ADULTS' PERCEPTIONS OF ONLINE
SHOPPING**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Sarjana Sastra Degree in the English Study Program**



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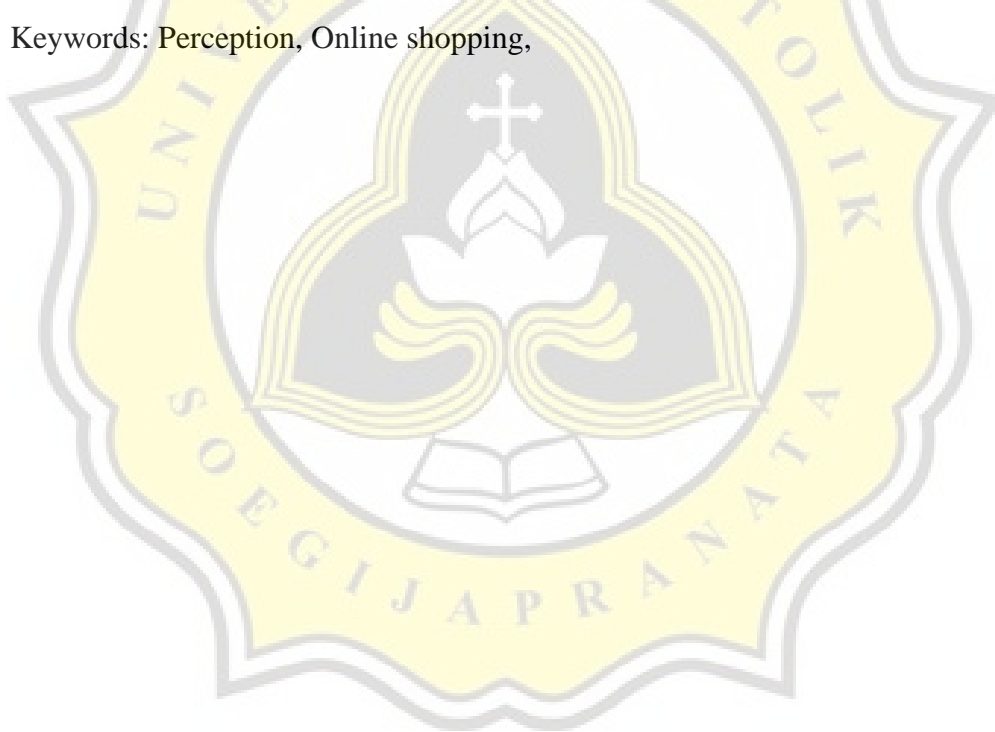
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ABSTRACT

Online shopping has become one of modern people's lifestyle. This paper is conducted to find out the perceptions of female students of the Faculty of Language and Arts Soegijapranata Catholic University who choose to shop online. The data was collected using a questionnaire distributed to 30 female students, and an interview with 10 participants was done to get deeper data. The result shows that participants buy things in online shops for some reasons, such as the possibility to shop from home at any time. Moreover, they can get a wider selection of products online, detailed product information, and price advantages. They can shop easily, avoid crowded markets, get user/expert reviews about products, take as much time as they want, and feel ashamed if they do not buy. However, they do not do online shopping as they can control their spending, or the product is unique, and it is not because of their lifestyle.

Keywords: Perception, Online shopping,



ABSTRAK

Belanja online telah menjadi salah satu gaya hidup masyarakat modern. Penelitian ini dilakukan untuk mengetahui persepsi mahasiswi Fakultas Bahasa dan Seni Unika Soegijapranata yang memilih untuk berbelanja online. Data dikumpulkan dengan menggunakan kuesioner yang dibagikan ke 30 mahasiswa perempuan dan wawancara dengan 10 peserta untuk mendapatkan data yang lebih mendalam. Hasil penelitian menunjukkan bahwa subyek penelitian membeli barang di toko online karena beberapa alasan seperti dapat berbelanja dari rumah kapan saja. Selain itu, mereka bisa mendapatkan pilihan produk yang lebih banyak secara online, informasi produk yang lebih detail, dan keunggulan harga. Mereka dapat berbelanja dengan mudah, menghindari pasar yang ramai, mendapatkan ulasan pengguna/ahli tentang produk, mengambil waktu sebanyak yang diinginkan untuk memutuskan, dan mereka merasa malu kalau tidak membeli. Namun, mereka tidak melakukan belanja online karena mereka dapat mengontrol pengeluaran mereka, atau produknya unik dan bukan karena gaya hidup mereka.

Kata kunci: Persepsi, Belanja online,

