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ANALYSIS THE FACTOR OF WEB SATISFACTION AGAINST THE ONLINE-BASED PURCHASE INTENTION OF MILLENNIAL IN BATAM CITY

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ABSTRACT

Many technologies are created to meet human needs, one proof of the rapid development of technology is the internet. In 2018, it was evident that 64% of consumers of the online marketplace were dominated by the millennial generation and the top three most visited marketplaces namely shopee, tokopedia, and bukalapak. Millennial generation is a generation born in 1980 to 2000 where they were born in a world with modern conditions and sophisticated technology, so it is not surprising that internet users with the highest percentage are millennials. This research was conducted to determine whether online shopping values and web atmospheric cues affect Web Satisfaction in its effect on online-based millennial purchase intentions in the city of Batam.

Data collection in this study was conducted by distributing questionnaires to 370 respondents and 350 data were returned and processed using SPSS and PLS. The results of this study state that hedonic shopping value, utilitarian shopping value, web entertainment, effectiveness of information content, and web satisfaction have a significant effect on purchase intention with web satisfaction and the result of this study also states that web informativeness has no significant effect on web satisfaction.

Keywords: *hedonic shopping value, utilitarian shopping value, web informativeness, web entertainment, effectiveness of information content, web satisfaction, purchase intention, millennial, e-commerce, marketplace, C2C*