

***ANALYSIS OF FACTORS THAT INFLUENCE INTENTION TO
PURCHASE ONLINE ON THE ONLINE SHOPPING
APPLICATION IN BATAM CITY***

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ABSTRACT

The background of this research is because the development of technology, people want something practical, especially for shopping, so they don't need to go to the store to buy goods now people prefer to shop online. over time the community's interest to shop online is higher so that an online shopping application is created where this application serves as an online market for buying and selling goods. The selected sample is people visiting and shopping at online shopping applications such as shopee, lazada, tokopedia, bli.bli, bukalapak, and JD, ID in Batam. The data collected were 525 and after outliers there were 30 data remaining 495 data.

This study intends to find out whether financial risk, product risk, variety merchandise, price consciousness, and convenience have an influence on the purchasing interest of the people of Batam in online shopping applications. The results of this study prove that the people of Batam city shop on the online shopping application due to factors of financial risk, product risk, variations of merchandise, price awareness, and convenience offered by the application so that this factor shows a significant effect.

Keywords : *financial risk, product risk, merchandise variety, price consciousness, convenience, and intention to purchase online.*