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FACTORS THAT INFLUENCE ONLINE SHOPPING IN BATAM

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ABSTRACT

Factors of online buying and selling activities that are driven by the growth of the e-commerce industry in Indonesia also increases the number of buyers through online platforms. The digital commerce industry (e-commerce) in Indonesia is believed to be increasingly promising in 2019. The perpetrators of e-commerce are predicted to be more aggressive in bringing innovation to attract new consumers and retain old customers.

Transactions via mobile devices are believed to continue to increase. Indonesia as a mobile-first country where much people who are connected each other, access the internet everytime through smartphone or mobile.

The number of smartphone users that continues to grow to time seems in line with the increasing number of users online stores accessing from the web and applications. The average increase in mobile visits in the Southeast Asian region over the past year has reached nineteen percent.

Hopefully the writer with this research, the authors can apply the knowledge and learning of economic strategies obtained during studies at Batam International University and can help create new research to analyze and find what factors that influence online shopping interest in the Batam city.

Keywords: online purchase intention, e-commerce, trade