

**ANALYSIS OF FACTOR AFFECTING WOMEN'S PURCHASE IN
ONLINE SHOPPING IN BATAM**

Denny Setiawan
NPM: 1641111

ABSTRACT

Nowadays, there are many people often shop online because interesting promotions from vendors in the form of discounts, free shipping costs and also the cheaper average price than physical store accompanied by the ease of transaction process since buyers do not need to spend energy and the time to go to the store because the goods purchased will be sent directly to the buyer's house. Many women are also very busy because they have to work or take care of the house and very rarely go outside to shop but with online shopping, women can buy their needs through their gadgets, laptops or computers that make it possible to shop online. Women will also feel comfortable because they can buy goods wherever they want and many variations can be seen from the web catalog.

This study is classified as a type of quantitative research that confirms the principle of objectivity carefully, collecting data by distributing questionnaires to women who have shopped online in Batam city. The writer uses IBM SPSS Statistics 23.0 software to analyze respondents' demographic data and also Smart PLS 3.0 as a tool in analyzing general data of respondents. Some variables believed to have an impact on the factors affecting women in online shopping are namely the variable price, variety, convenience, perceived benefits, trust, perceived web quality, attitude, and purchase intention. The decision to use the variables previously mentioned is due to previous research that provides a general description of the problem studied.

This study shows that all hypotheses are positive except the trust variable on purchase intention and the perceived web quality variable on attitude toward online shopping. Attention needs to be paid to trust to increase purchase intentions and the quality of the company's web also needs to be considered to enhance positive attitude towards the company.

Keywords: *online shopping, women, price, variety, convenience, perceived benefits, trust, perceived web quality, attitude, purchase intention*