

UNIVERSITAS INTERNASIONAL BATAM

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MEASURING EFFECT OF GENDER ON INTEREST DECISIONS ON ONLINE FASHION PRODUCTS IN BATAM

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ABSTRACT

The purpose of the author in conducting this research is to determine whether there is an influence of gender in making decisions on buying interest towards online fashion products in Batam. This study discusses the effect of interactivity, vividness, diagnostics (information), perceived risk, attitude towards online product presentation towards purchase intention

This study uses Smart PLS 3.0 and IBM SPSS Statistic 22 in processing and analyzing primary data collected using a questionnaire. The questionnaire was distributed online with 265 respondents, 250 respondents were used, 113 men and 137 women. The technique used in determining the research sample is purposive sampling.

The results of this study indicate a significant positive effect on interactivity, vividness, diagnostics (information), perceived risk, and attitude towards online product presentation on purchase intention. So this indicates that the company needs to pay attention to things that affect buying interest.

Keywords: *Interactivity, Vividness, Diagnostics (Information), Perceived Risk, Attitude towards online product presentation, Purchase Intention*