

**BATAM CONSUMERS' BEHAVIORAL INTENTION TOWARD
PURCHASES OF CLOTHING ONLINE**

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ABSTRACT

The purpose of this research was to determine the behavioral intentions of Batam consumers towards online clothing purchases, in which this study uses the model of goal-directed behavior as its basic framework. This study used the variables attitude, subjective norm, perceived behavioral control, positive anticipated emotion, negative anticipated emotion, and frequency of past behavior as independent, then there are desires as intervening, and behavioral intention as a dependent.

The researcher collected samples by distributing google form where the amount of data collected was as many as 272 respondents involved, the data to be used in the study were respondents obtained from residents of Batam city. The research objects involved were residents of Batam City who had experience shopping for clothes online using e-commerce as the medium. The sample selection method used by the author to carry out the research is by using the purposive sampling method and it is processed with the help of a research program called partial least square (PLS).

The results obtained after conducting the research shows that when shopping for clothes online, the variable positive anticipated emotion, negative anticipated emotion, and frequency of past behavior has no significant effect on desire, while attitude, subjective norm, and perceived behavioral control have a significant effect on desire as an intervening, which then also has a significant effect on behavioral intention, then the frequency of past behavior in this study does not have a significant effect on behavioral intention. The benefits that can be taken from the results obtained are to deepen the understanding and knowledge of consumers' intentions in shopping for clothes online.

Keywords: *Purchase Intention, Desire, Frequency of past behavior, Behavioral intention, Model of goal directed behavior*