

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economics
Management Study Program
Even Semester 2019/2020*

ANALYSIS OF PERCEIVED VALUE AND SOCIAL AWARENESS TOWARDS PURCHASE INTENTION OF ELECTRONIC GOODS THROUGH E- COMMERCE IN BATAM

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ABSTRACT

This study aims to examine the interest in purchasing electronic goods through e-commerce in Batam City. Purchasing goods through e-commerce is currently being seen by many people because of its convenience in everything from easy search, large choices, to competitive prices so that online purchases make it very easy and profitable for customers to shop.

This research is classified as a quantitative research in which data collection is carried out by distributing questionnaires to prospective respondents who have been selected and meet the criteria in the city of Batam. In analyzing demographic data that has been collected the author uses IBM SPSS software Statistics 23.0 and also Smart PLS 3.0 as an application to assist the writer in analyzing the general data of respondents.

There are variables that have a direct impact on this study, namely flow, enjoyment, perceived usefulness, perceived sacrifice, perceived risk, perceived value and purchase intention. The research conducted also produces a hypothesis that has a positive effect on the whole, so the results of the research that have been processed can be a reference in increasing purchase intentions for the community.

Keywords: *flow, enjoyment, perceived usefulness, perceived sacrifice, perceived risk, perceived value dan purchase intention*