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AN ANALYSIS OF FACTORS THAT INFLUENCES ONLINE FUTURE PURCHASE INTENTION IN E-COMMERCE ON BATAM CITY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

**Kevin Zefanya
NPM: 1641305**

ABSTRACT

Information technology in this era is increasing rapidly from year to year. One of the advances in information technology is the existence of an E-commerce company that provides online shopping services to make it easier for sellers to reach geographically distant prospective buyers. In Indonesia there are several giant E-commerce companies, including Tokopedia, Shopee, Bukalapak, and Lazada. The purpose of this study was to examine the factors that influence future purchase intentions with customer satisfaction as an intervening variable in the city of Batam.

The population in this study was the buyers or consumers who shop through E-commerce companies in Batam. The samples in this study were 350 respondents in Batam who ever did online shopping at an E-commerce company. The research method used in this research was purposive sampling method. Data analysis was performed using the SPSS version 22.0 and PLS 3 data processing program.

The results in this study indicated that the dependent variable security, information availability, shipping, quality, pricing and time had a positive effect on customer satisfaction and customer satisfaction had a positive effect on future purchase intention.

Keywords: E-commerce, Customer Satisfaction, Future Purchase Intention.