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ANALYSIS THE FACTORS OF INFLUENCE COMMUNITY INTEREST IN SHOPPING ONLINE USERS OF E-COMMERCE APPLICATIONS CONSUMERS TO CONSUMERS BASED IN BATAM

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ABSTRACT

Internet technology in the current era of globalization is very important and is one of the basic needs of the people who make it a communication tool. In addition, internet technology is also a tool for buying and selling online. In the rapid development of online businesses in Indonesia, online trading transactions have become very simple, only by prioritizing the quality of information, trustworthiness, secure systems and services can influence people's intention to shop online. The purpose of this study is to analyze the factors that influence people's intention to shop online for users of Consumers to Consumers based e-commerce applications in Batam.

The objects in this study are people who have the intention to shop online through e-commerce applications based on Consumers to Consumers (Bukalapak, Tokopedia, and Shopee) in Batam and the purposive sampling method as a sampling technique. Respondent data collected were 300 of 320 questionnaires that were distributed manually and the data was processed through SPSS and PLS analysis tools.

The results of this study prove that Utilitarian has a significant effect on Attitude Toward Online Purchase, a significant influence on Attitude Toward Online Purchase Trust has a significant effect on Attitude Toward Online Purchase, Privacy has no significant effect on Attitude Toward Online Purchase, and Attitude Toward Online Purchase has a significant effect on Online Purchase Intention.

Keywords: *Hedonic, Privacy, Utilitarian, Trust, Attitude Toward Online Purchase, Online Purchase Intention, Applications of Consumers to Consumers, E-commerce*