

ABSTRACT

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THE INFLUENCE OF SHOPPING ORIENTATION, ONLINE TRUST, AND PURCHASING EXPERIENCE ON ONLINE PURCHASE INTENTION WITH GENDER DIFFERENCES AS A MODERATING VARIABLE (CASE STUDY ON TOKOPEDIA)

(xi + 114 pages, 19 tables, 16 figures, 2 appendices)

Tokopedia has become an E-commerce that is known by many consumers in Indonesia, by offering products needed by consumers at affordable prices. More and more consumers buy products in Indonesia, causing consumers online trust and consumer's purchasing experience to affect online purchase intentions on Tokopedia. The purpose of this research is to identify whether shopping orientation, online trust, and purchasing experience affect online purchase intention, with gender as a moderating variable. The study was conducted with a quantitative approach and the data is collected through an online questionnaire form with a sample size of 278 respondents. SmartPLS 3.0 was used in this research to analyze the T-Statistics and R-Square. The result shows that shopping orientation, online trust, and purchasing experience correlate with online purchase intention. Shopping orientation and online trust correlate with online purchase intention with gender as a moderating variable, however, the purchasing experience variable has a negative impact on online purchase intention with gender as a moderating variable.

Keywords: *Shopping Orientation, Online Trust, Purchasing Experience, Online Purchase Intention, Gender.*

References: 88 (2001-2020)