

## ABSTRACT

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### **ANTECEDENTS OF ONLINE SHOPPING PURCHASE INTENTION** (XVIII + 177 pages: 33 figures; 42 tables; 14 appendices)

E-commerce companies in Indonesia are increasing, which has led to an intense competition. This research was conducted to understand the phenomenon of Zalora's ranking of e-commerce decline in Indonesia. The purpose of this research is to build on the adoption of the theory and technology acceptance model to explore the interrelationship between customer perception of web design, reliability, privacy, and customer service and their influence on the purchase intention. In this study, the independent variable is perception of web design. The mediating variables are perception of reliability, privacy, and customer service. While the dependent variable of this study is purchase intention. This research uses a quantitative method, and data collection techniques are carried out by distributing questionnaires with non-probability sampling method. Samples taken are 40 respondents for the preliminary test and 200 respondents for the actual test, with the criteria of ever shopping at Zalora. The data obtained in the preliminary study are tested by testing the reliability and validity. The data obtained from the actual study are tested by testing the reliability, validity, and the classical assumption test. Furthermore, the data were analyzed with Structural Equation Modeling (SEM) to test hypotheses and draw conclusions. Thus, the result is all the nine hypotheses supported which is perception of web design towards perception of reliability is the most significant. This research provides theoretical implications, managerial implications, and recommendations for further research.

**Keywords:** *perception, web design, reliability, customer service, privacy, purchase intention*

**References:** 209 (2000 – 2019)