

Suresh Kumar, S.T., M.Si.
Hilda Octaviani, B.B.A.



BUILDING PURCHASE INTENTION IN AN ECOMMERCE COMPANY



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Suresh Kumar, S.T., M.Si

Hilda Octaviani, B.B.A



YAYASAN PENDIDIKAN
CENDEKIA MUSLIM

YAYASAN PENDIDIKAN CENDEKIA MUSLIM

Alamat: Jl. Bina Bina I (KAP) 02712/SBA/5021
Pusat Kota Cendekia Muslim, Jl. Cendekia Muslim, Kecamatan Cendekia,
Kabupaten Solok, Provinsi Sumatera Barat - Indonesia 27361
HP/WA: 0813-9305-6884
Website: www.cendekiamuslim.com
E-mail: cendekiamuslim@gmail.com

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The era of shopping at the market, where there were many buyers and sellers, began to erode in big cities, which often experienced traffic jams. Consumers are starting to see the practicality of everyday shopping so that alternative buying and selling online is in the spotlight. Although initially distrust of the seller and the goods sent was high, seeing the traffic jams that did not subside caused consumers to venture to try to buy from online retailers. Gradually trust in online retailers began to grow along with the growth of other online which eventually led to competition among online retailers. This monograph tries to see the adaptability of the online shopping platform through the Technological Acceptance Model theory. The theory will be directed more specifically to social media usability, sociability, and dependency. Perceived value and risk as well trust are the main things that are important for online shopping platforms to pay attention to, considering the number of customer complaints, regarding the purchasing process, products received, and others which will certainly result in the customer moving to another online shop. This monograph also highlights perceived value and risk in relation to trust in online retailers which will ultimately affect consumer behavior, especially the millennials in Greater Jakarta. Thus, the results of this monograph can help managers better manage their online shopping platform to attract millennial shoppers.



Penerbit Yayasan Pendidikan Cendekia Muslim
Perum Gardena Maisa 2, C.12, Koto Baru, Kubung,
Solok Sumatra Barat – Indonesia 27361
Email : cendekiamuslimpress@gmail.com
Website : www.cendekiamuslim.com

