

ABSTRACT

Internet has been evolved for about 20 years, moreover with the growth of social network and online shop, made so many people use it as a necessity. The growth of Internet made online shop as an alternative in purchase goods, because of variety of services, efficiency, safety, and popularity

The objective of this research is to determine effect of the factors that motivate consumers to buy online interest in West Java, Central Java and East Java. This research is conducted by distributing questionnaires to 400 people in West Java, Central Java and East Java. The research use quantitative methods, multiple linier regression is used to examine the effect of variables, the F test is used to test hypotheses simultaneously, the T test is used to test hypotheses partially and coefficient of determination. The result of analysis of coefficient of determination (R^2) shows that the value of R^2 is 65,5% while the remaining 34.5% is explained by other variables that not examined in this study.

Based on this research, we can conclude that *Demographic Motivation* significantly influences the interest to buy online, meanwhile *Pragmatic Motivation (Time and effort)*, *Pragmatic Motivation (Search and Information)*, *Product Motivation*, *Economic Motivation*, *Situational Motivation*, *Service Excellent Motivation* and *Social Motivation* are not significantly influence the interest to buy online.

Based on the result of this research, increasing the interest to buy online can be done by increasing *Pragmatic Motivation (Convenience)* and *Demographic Motivation* through safety and convenience for consumers in online shopping, like in Lazada, Mataharimall and Bhinneka.

Keywords: *Consumer Behavior, Motivation, Motivation Consumers Online, Interests Buy Online.*