

ABSTRACT

The continued development of the Internet in Indonesia also have an impact on the development of e-commerce in Indonesia. According to a survey conducted by the Indonesian Internet Service Provider Association in 2014, based on the type of goods, gadgets products is one of the items purchased online, with a percentage of 17.1% of the number of internet users in Indonesia. Lazada is one of the largest online store in Indonesia. Currently there are thirteen categories of products sold by Lazada. One is a smartphone. based on the author's observation, there are 90 brands of smartphones sold by Lazada.

This study aimed to analyze the factors that influence purchase decisions online through Lazada.co.id smartphone and analyze the dominant factor in influencing purchase decisions online through Lazada.co.id smartphonr. This research is quantitative. The population in this study is consumers who make purchases through Lazada smartphone. The collection of samples was done by distributing questionnaires, using the method of sampling nonprobability with incidental sampling technique to the 100 people who have ever pass through Lazad.co.id smartphone purchases. This study using factor analysis techniques to look for factors that influence purchasing decisions through Lazada smartphone.

These results indicate there are six factors formed the mepengaruhi smartphone purchase decisions online through Lazada, namely 1) Consumer confidence factor of 19.5%, 2) Convenience factor of 15.4%, 3) Information factor of 10.6% , 4) factors availability Product and Service amounted to 9.26%, 5) Cost and Time Efficiency factor 7.73%, 6) Reasonable Price factor of 5.48%. Thus, the total percentage of variance of the six factors are amounted to 67.97%. That is, to the six factors could explain 67.97% of the original or initial variable factors and there are other factors amounted to 32.03%, which is encouraging consumers to buy smartphones melalui Lazada.

It can be concluded from the results of research artifacts six dominant factor influencing purchase decisions online through Lazada smartphone. The sixth factor is already representing the diversity of the variables of origin, which was caused by the dominant factor in consumer confidence. This shows that Lazada able to maintain the confidence of consumers who have purchased online through Lazada smartphone.

Keyword : Consumer Trust, Convenience, Information, Availability Product and Service, Cost and Time Efficiency, Reasonable Price