

ABSTRACT

Development of digital technology and the internet has given so significant impact to the global society, even for the people of Indonesia. With the increase in number of internet users, Indonesia has become a very big market for e-commerce to conduct business online. It makes online shopping trends become a new phenomena in paradigm of shopping in Indonesian community currently. Online store now appear as a popular application in e-commerce. One of the biggest online stores in Indonesia is Lazada.co.id. Through the online store, unlimited purchasing can be made by space and time. Problems faced, the presence of online stores make consumer belief in online stores tested, so that consumers have a tendency just “looking around” in website through browsing without early planned buying, but it often misses from first planning that has been made.

This study aimed to determine the effect of online stores beliefs which consists of four dimensions: merchandise attractiveness, ease of use, enjoyment, and website communication style by browsing on impulse buying. This study used 100 people as sample. They are the consumers who ever shopped in Lazada Indonesia. The sampling technique used is a non-probability sampling technique in which the sample collection conducted by purposive sampling. Data analysis techniques include descriptive analysis and path analysis of model mediation by intermediate variables with IBM SPSS 20 applications.

Path analysis results obtained 2 sub-structural equations as below: $Y = 0,390X + \varepsilon_1$ and $Z = 0,379Y + \varepsilon_2$. Points of online stores beliefs contributes as much 0.390 to the browsing and points of browsing contributes as much 0.379 to the impulse buying. Meanwhile, the value of indirect effect was obtained for 0.147. T-test results prove that the online store beliefs effect on browsing and browsing effect on impulse buying, online store beliefs by browsing effect on impulse buying at online store. Total effect in this study as much 0.769 or in the percentage as much 76.9%. It means that online store beliefs and browsing jointly effect on impulse buying as much 76,9%.

Keywords: *online store beliefs, browsing, impulse buying.*