

ABSTRACT

The purpose of this study was to identify the influence of perceived benefits, perceived risks, psychological factors, hedonic motivations, and website design to online shopping behavior in Jabodetabek in 2014 by using the method of study of causality is by multiple linear regression analysis technique. This research was conducted in the city, namely the perpetrators Jabodetabek online shopping. The research sample of 400 people. Sampling method in this research is non probability sampling using a convenience sampling technique. This research instrument using a questionnaire consisted of demographic data questionnaire, perceived benefits questionnaire, perceived risks questionnaire, psychological factors questionnaire, hedonic motivations questionnaire, and website design questionnaire and online shopping behavior questionnaires. These results indicate that perceived benefits, perceived risks, psychological factors, hedonic motivations, and website design simultaneously positive significant effect on online shopping behavior that is equal to 37%, while the remaining 63% are influenced by other factors outside of this research. Based on the results of the t test, obtained results explain that the perceived benefits, psychological factors, hedonic motivations partially positive and significant impact on online shopping behavior. While the perceived risk and partially website design does not significantly affect the online shopping behavior.