

## ABSTRACT

Social media has greatly changed the game in e-commerce. The past decades have witnessed the beginning of a major directional change of consumer behaviour, from physical stores purchasing behaviour to online purchasing behaviour in the e-commerce industry, and this phenomena can not be separated from the role of social media especially in Indonesia.

The purpose of this study was to investigate The effect of Usability, Website Design, Information Quality, Trust, Perceived Risk, and Empathy towards customer online purchase Intention of social commerce sites in Indonesia (Case Study : Lazada).

In this research, researcher used Descriptive-Quantitative method and Causal study, the tools is, Multiple Regression. This study used multiple regressions because this study used 6 variables for X variable, X/cause variable (Website Quality): Usability (X1), Website design (X2), Information Quality (X3), Trust(X4), Perceived Risk (X5), Empathy (X6), and Y/effect variable (Online Purchase Intention). The sampling technique that used in this study is Non probability Sampling, which is Purposive Sampling.

This study collected data through survey by using questionnaire distributed to Indonesian respondents, 400 valid questionnaires are analyzed by using SPSS 17. The results reveals that factors significantly influencing Purchase Intention. The findings showed that empathy and trust are the most direct influential factors in predicting online purchase intention.

To improve consumers online purchase intention, service providers should provide service with empathy and enhance customers' trust. The results of study provide a valuable insight on the direct impact of website quality factors towards online purchase intention of social commerce sites in Indonesia.

**Keywords :** Online Purchase, Purchase Intention, Social Commerce, Website Quality.