

ABSTRACT

Internet is constantly evolving to make e-commerce business to be very promising. Consumers feel the comfort and convenience when shopping online. But it is inseparable with worries when someone will do the shopping online. This is of course can influence consumer behavior intention in online shopping.

The purpose of this study was to identify the influence of perceived benefits, perceived risks, psychological factors, hedonic motivations, and website design toward consumer behavioral intentions on online shopping.

This research was conducted in West Java on smartphone users ever online shopping. The research sample of 400 people. This research uses descriptive analysis and multiple linear regression. The research method used is quantitative. The data were analyzed using SPSS 21.

These results indicate that simultaneous variables influence perceived benefits, perceived risks, psychological factors, hedonic motivations, and website design on behavioral intention in online shopping in the regression model that is equal 50,5%, while the remaining 49.5% are influenced by other factors outside of this research. In partial variables perceived benefits, perceived risk, hedonic motivation, and website design have a significant influence on the consumer behavioral intention in online shopping. While the psychological factor variable partially not have a significant effect on consumer behavioral intention in online shopping.

Keywords: Online Consumer Behavior, The Factors Form Consumer Behavior, Behavioral Intention, Online Shopping