

ABSTRACT

Development of technology is growing rapidly on every aspect. One that grows rapidly is Internet technology. Internet users in 2015 reached 3 billion users worldwide since it was created in 1972. For the last five years, developing countries show the most internet users in the world and with 430% increased number of internet users made Indonesia the second most worldwide. The emergence of internet brings changes in business practices undertaken by the company and provides opportunities to run e-commerce. Therefore a mini survey was undertaken to determine which e-commerce business is favored by the people of Indonesia. The result of a survey conducted on mini online business shows that the most desirable customers in Indonesia are Lazada stores. This study was conducted to determine the factors affecting online purchase interest on Lazada. The variables used in this research are the combined theory of experts, such as service quality, quality merchandise, monetary price, perceived risk, time and cost effort, enjoyment, reputation, informativeness, ease of use, web design. The variables are defined into 29 representative statements. This research is a quantitative study, which involved 100 respondents who had used Lazada. The analysis used in this research is factor analysis using principal component analysis. The result of the study of the 29 variables were analyzed and obtained seven factors affecting online purchase interest on Lazada: interface design factor, time and effort cost factor, ease of use factor, shopping experience factor, service quality factor, perceived quality factor, and delivery factor.

Key Words: E-commerce, Factor Analyzing, Online, Purchased