

ABSTRACT

This research starts from the phenomenon of the present consumer behavior changes regarded to the presence of the internet which facilitates a variety of processes, starting from the search information to make product purchases. As a response, many brands compete to attract consumers to visit the official site and make use of the official website as buying channel and promotion media. Specifically, this research focused on the analysis of how the optimal main features of a sites can a bridge between producers with consumers as the application of appropriate marketing. In this research study, conducted study of the respondent characteristics who viewed from the following: (1) Website satisfaction, (2) the Internet experience, (3) Technology readiness that can indicate any matters that affect the consumer interest in making purchases online, then conducted an analysis of the activities of online purchase using the data flow diagram. Research results are then completed by a recommendation of online purchase activity data flow model.

Keywords : E-Commerce, Consumer Characteristics, Websites Feature, Flowmap, Data Flow Diagram, System Activities Purchases Modelling.