

ABSTRACT

The development of Internet in Indonesia is always growing every year. The impact of the development is create opportunities for conventional businesses to turn the business into an online business. To cope the demand, and understand online consumer behavior patterns, companies need to define the key that motivate consumers to conduct transactions online. By define the factors that influence buying behavior online, the company can then formulate a strategy to improve online search and interest the purchase.

This research identifies some factors that can affect online purchasing behavior, namely: User Interface Quality, Product Information Quality, Service Information Quality, Security Perception, Site Awareness, Relational Benefit, Information Satisfaction, and Site Commitment.

The research was conducted by distributing questionnaires to consumers through Google Docs Lazada Indonesia with the number of respondents were 387 people. Sampling technique used is non probability sampling with convenience sampling method and the data analysis, using SEM - PLS (Partial Least Square) were processed using software SmartPLS 3.

The results of this research states that the user interface quality, product information quality, information service quality, and security perception has a significant effect on satisfaction information. Rational benefit is also affected by the same two variables, namely the product information quality and security perception. In addition to these two variables, rational benefit is also affected by site awareness. However, Service Information Quality has no influence on relational benefits. Relational Benefit Information Satisfaction and also has a significant effect on the Site Commitment. By this reasearch, the value of the highest significant influence is the site commitment to purchase behavior.

Keywords: *E-commerce, Online Purchase Behavior, Lazada Indonesia, PLS (Partial Least Square).*