

ABSTRACT

This research is based on a trend of online shopping about fashion. One of the growing fashion among Indonesian society, especially muslim women is scarf. The existence of this phenomenon, would be a new business opportunity for some parties to create the online shop. One of the online shop that offers the products through social media Instagram is Hijabi House. The first interview result shows that Hijabi House is considered good but there are still complaints from their followers that can be classified into the problems related to shopping orientation, online trust, and prior online purchase experience. Therefore, the author conduct a research that aims to determine the effect of shopping orientation, online trust, and prior online purchase experience toward online purchase intention.

The method used is quantitative method with the type of research is descriptive and causal. The type of data required for this study are primary data and secondary data. Sampling methods used with non-probability sampling and the type is incidental sampling, with the total number of respondent was 126 respondents. Then, for the data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the results of data processing multiple linear regression analysis, shopping orientation, online trust, and prior online purchase experience simultaneously positive and significantly influence on the online purchase intention. Based on the obtained partial hypothesis test variable shopping orientation, online trust, and prior online purchase experience have a positive and significant impact on the online purchase intention by 7.9%, 15.8%, and 29.4%. Based on the coefficient of determination obtained that shopping orientation, online trust, and prior online purchase experience are able to explain online purchase intention by 53.1%, and the rest 46.9% is influenced by other variables not examined in this research. So it should be examined regarding these other variables in its influence toward online purchase intention in online shop Hijabi House. This reform should be linked to the objective of the online shop as well as suitable to the capabilities of the online shop, so the online shop is able to determine the priority of improvement.

Keywords: *Shopping Orientation, Online Trust, Prior Online Purchase Experience, Online Purchase Intention.*