

## **ABSTRACT**

*Zalora as the largest online fashion destination in Southeast Asia, was established in early 2012 and is among the top 10 best ecommerce in Indonesia. Zalora has a collection of over 500 local and international brands. Zalora got the achievement from the Museum Rekor Indonesia (MURI) with the predicate of the Largest Fashion Trade Site in Indonesia in July 2013.*

*This study aims to find out the ads on online banner, purchase intention, and find out how online banner ads have a positive effect on consumer purchase intention in Zalora company. In a study of the effects of online banner advertising on purchase intention, there was a strong impact on the value of advertising in predicting customer purchase intention.*

*The method used in this study is quantitative and the type of analysis used is descriptive. The sampling technique used is non probability sampling with purposive sampling. Data analysis techniques used are descriptive analysis, causal, and simple linear regression. The research was conducted by distributing questionnaires to 400 respondents in Bandung.*

*The results showed that the influence of sub variable on online advertising banner Zalora which is perceived advertisement credibility and message appeals get the highest score while for sub variabel interactivity and attitude towards ads the smallest. Then the influence of online advertising banner towards buying interest are partially and simultaneously. The conclusion is, that online banner advertising has a significant positive effect on buying interest in Zalora company.*

*Based on the results of this study, to maximize the online advertising banner on Zalora company, the interactivity and attitude towards ads variables need to be considered again so that consumers can interact in giving criticism and suggestion about online advertisement banner so the advertisement that being used is always updated and could give the consumer feel of pleasure.*

*Keywords: online advertising banner; purchase intention; Zalora*