

ABSTRACT

The motivations of someone that are different individually in using the internet may be the cause of Digital Divide. There are several internet motivation factors that can explain the differences in motivation of each individual in using the Internet, such as Information, Career, Personal Development, Shopping, Entertainment, Relaxation, Relationship Maintenance and Social Interaction. E-commerce as one of the applications that are being used in Indonesia and its users that can increase every year, it is worth to see how the user's motivation of E-commerce application users in using the application.

The purpose of this study is to determine what factors determine the motivation of internet usage on the users of E-commerce applications and to find out which factors are the most dominant that determines the motivation of internet usage on users of E-commerce applications.

This study uses quantitative method. Data collection techniques uses questionnaires distributed to student users of E-commerce applications, as many as 100 respondents. type of this research is Descriptive analytics. Questionnaire in validity and reliability test. Data analysis using factor analysis with the help of SPSS 23 software.

The results showed that formed 4 factors that determine the motivation of internet usage on users of E-commerce applications. Namely Career, Shopping, Relaxation and Relationship Maintenance. Career factor is the most dominant factor that determines the motivation of internet usage on E-commerce application users with eigen values of 13,126 or 48,461%.

It is expected that the next E-commerce application provides a forum to help maintain the relationship between buyers, sellers and suppliers. and it is also hoped for further research to add correlation test. It aims to know the relationship between one factor with other factors.

Keywords: Motivation, Internet, E-commerce