

## ABSTRACT

*The development of information technology that occurs today can provide business opportunities for large companies, small and medium enterprises, as well as businesses undertaken by individuals, coupled with Internet users in Indonesia from year to year increasingly has changed the new lifestyle of online shopping*

*The purpose of this research was determine the factors that affect consumer buying interest in purchasing products online at Lazada Indonesia. The research model used is Unified Acceptance and Understanding of Technology 2 (UTAUT2) which consists of several measurement variables, performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit, and purchase intention and moderator variable is irrationality.*

*The process of data collection used purposive sampling method with 247 total sample of data. From the distributed questionnaires, 242 valid questionnaires were obtained. The method analysis used in this research using the program SmartPLS 3.0.*

*The results showed that variables performance expectancy, effort expectancy, social influence, price value and habit have a significant relationship with purchase intention to use online shopping sites Lazada Indonesia. Moderator variables irrationality were found to be significant between irrationality with effort expectancy and irrationality with facilitating conditions.*

*Implication in this research it is also expected that Lazada Indonesia in order to design such a system so that the use of online shopping system can be a trend in the community. The company also needs to increase user confidence in the online shopping system as a safe, reliable place, provide convenience, provide benefits, provide reliable services, and deliver quality products, so that online shopping system can survive and also provide benefits for company.*

**Keywords:** *Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), Purchase Intention, Irrationality, Online Shopping*