

ABSTRACT

The e-commerce industry in Indonesia is experiencing a rapid increase, especially for the B2C-based e-commerce industry (Business-to-Consumer). According to current existing data, Indonesia has a wide range of customer orientations and is one of the countries with the highest E-Commerce usage in the world, but Indonesia is still experiencing a customer data crisis that makes B2C-based e-commerce service companies to experience some turbulence in applying features to customers with certain characteristics.

Through this research, the author will measure whether demography moderates the relationship between Consumer's Shopping Orientation and Consumer's Shopping Behavior.

The data was collected through questionnaires distributed to 536 people who had done transaction through B2C based e-commerce site in Bandung City. The analysis technique used is Structural Equation Model (SEM) with SmartPLS 3.2.7.

The results show that several factors of demography such as income and age levels moderate the relationship between consumer's shopping behavior and consumer's shopping orientation.

The results are expected to be a reference for B2C based companies to apply some additional features that are expected to improve the quality and traffic of B2C site itself based on the characteristics of site users.

Keywords: Shopping orientation, consumer's behavior, e-commerce, demography

