

ABSTRACT

The phenomenon that occurs in the modern era is the use of technology to support all the needs of the people in Indonesia. More now more complete community activities make the presence of developing technology into the right means to support all community needs. Utilization is also done by using online. Now online shopping is more practical because of the presence of e-commerce in Indonesia. A variety of e-commerce continues to emerge from time to time so that e-commerce companies in running their business need to form customer perceived value or the value that is in the minds of their customers well so that e-commerce can be a supporter of customer needs in the long run. So this study aims to analyze what factors forming the customer perceived value in e-commerce in Indonesia.

This research is a descriptive study using quantitative methods. Then the sample in this study amounted to 411 respondents who are e-commerce customers in Indonesia who are the object of research are Tokopedia, Shopee, Bukalapak, Lazada, and Blibli.com. Samples were chosen using the purposive sampling nonprobability method. The analysis technique used is PCA (Principal Component Analysis).

Starting from the 14 factors adopted from 3 previous studies which were then analyzed using factor analysis the results of the study and analysis showed that there were 8 new factors that formed customer perceived value, namely Brand Image, Responsiveness, Assurance and Price, Brand Value, Company Image, Information Value, Social Value, and Non-Monetary Cost. The recommendation for the company is to pay more attention to the 8 new factors, especially to maintain the strength of brand image in order to create good value in accordance with the customer perceived value. The goal is for the e-commerce company to become the right channel to shop online for its customers.

Key Words : *Customer Perceived Value, E-Commerce, Factor Analysis, Principal Component Analysis*