

ABSTRACT

At the present time the internet technology develops rapidly, one of them is in the fields of business e-commerce business that could lead to conventional switched to digital business. Shopee is one of e-commerce platforms known enough. But, With the rapid developments make each company e-commerce should continue to innovate in order to compete with other competitors as did shopee is if we establish logistics services alone named shopee express to to reduce obstacles - obstacles which is common to courier services because it can make a belief or attitude of consumers on declining logistics company that can affect interest to buy on ecommerce. also decreased. The purpose of this research is to know the influence of delivery speed, tracking, shipment and trust, in creating attitude shopee express and intentions of the purchase of online in shopee. The method of analysis that is used in this research is a structural analysis equation modeling (SEM) method that it is processed using smartpls. This study uses descriptive quantitative methods using non-probability sampling techniques with purposive sampling type involving 100 samples. The research showed that it was respondents of delivery speed is very good , shipment tracking very high , trusts and attitude good and online purchase intention high .And based on the results of the testing of hypotheses showed that delivery speed do not affect significant impact on attitude , while shipment tracking and trust significant to attitude , then attitude significant to online purchase intention.

Keywords: *delivery speed, shipment tracking, trust, attitude, Online Purchase Intention*