

ABSTRACT

E-commerce (electronic commerce) is currently being loved by online shopping lovers. In simple terms, e-commerce can be explained as the process of buying and selling products electronically. Due to the development of e-commerce in recent years, e-commerce can gradually replace traditional or offline stores. monthly active user (MAU) e-commerce gets the highest results reaching 137 million users every month. Then the research results show that e-commerce users in Indonesia are dominated by women. Meanwhile, Beauty products are ranked as the third best-selling product sold in e-commerce. Therefore, beauty products are one of the favorite product categories for e-commerce users.

This study aims to determine the effect of e_product quality, e_service quality, e_innovation, e_price and e_store image on Sociolla's e_purchase intention. Collecting data in this study through distributing questionnaires and using quantitative data analysis. Sampling was carried out by non-probability sampling method, namely by purposive sampling technique. The sample used in this study were 100 respondents. The analytical method used in this study is the Multiple Regression Analysis test and the analytical tool used with the help of SPSS version 25.

Based on the results of the research, the descriptive analysis shows that the variables e_product quality, e_service quality, e_price and e_store image are included in the good category, then the variable, e_innovation is in the Very good category, while e_purchase is in the Very good category, while the e_purchase category of intention is in the category of intention termi. The results of multiple linear regression analysis can be concluded that e_product quality, e_service quality, e_innovation, e_price and e_store image have a positive and significant effect on Sociolla's e_purchase intention either partially or simultaneously. Based on the test results the coefficient of determination obtained a value of 95.8%. This means that the relationship between the independent variables and the dependent variable is 95.8%.

Keywords: e_product quality, e_service quality, e_innovation, e_price, e_store image, e_purchase intention