

ABSTRACT

In this era, many large and small companies are implementing the O2O (online to offline) or (offline to online) business concept where companies provide product sales services both offline and online. The development of technology and the internet has also brought impetus to the development of electronic commerce or e-commerce and also the development of digital marketing, one of which is marketing through websites, one of which is the H&M company specifications at H&M Indonesia. Marketing through the website has become one of the strategies companies undertake to increase consumer buying interest, by creating a perception of the ease of use of the website accompanied by internet skills, which will create consumer confidence so as to generate consumer buying interest.

This study aims to analyze the effect of perceived ease of use and internet skills on consumer trust, in order to increase online buying interest in the minds of Indonesian H&M consumers. The research method used is a quantitative method with data collection techniques through distributing questionnaires online to 200 respondents with consumer characteristics who knows and have visited the H&M Indonesia website. The measurement scale used in this study is the Likert scale, with the data analysis technique used is Structural Equation Modeling (SEM) using the AMOS 24.0 application.

The results of this study indicate that the perceived ease of use does not have an effect on website trust, and perceived ease of use positively influences online buying interest, while in this study there are internet skills variables that have no effect on website trust and buying interest. online, and website trust as intervening variables in this study showed the results positively had an influence on online buying interest.

Suggestions that can be given to H&M Indonesia based on the results of this study are that it is necessary to do more evaluations on the website H&M Indonesia by improving security, website quality, and making various efforts to maintain consumer trust and consumer online buying interest. And advice to Indonesian H&M consumers is to be able to improve their internet skills and digital literacy so consumer can feel the benefits of the H&M Indonesia website.

Keywords: Perceived Ease of Use; Internet skills; website trust ; and consumer buying interest)