

ABSTRACT

OLX.co.id is the largest online automotive and property buying / selling platform in Indonesia. OLX Autos is an online car sales service that allows customers to sell their cars quickly / instantly to more than 2,000+ partners. The goal of this research is to analyze of the Influence of Factors Affecting Online Shopping Behavior Mediated by Purchase Intention: A Case Study on Olx.co.id Video Ads. This study uses SEM analysis, using SmartPLS. The population used in this study is an unknown number of OLX customers / users. The minimum sample size is 384.16 respondents. Researchers rounded off the sample to 400 respondents in order to increase the accuracy of the data. The results showed that subjective norms had a significant positive effect on online purchase intentions. Subjective norms have a significant positive effect on online shopping behavior. Usability perception has a significant positive effect on online shopping interest. Perceived usefulness has a significant positive effect on online shopping behavior. Perceived usefulness has a significant positive effect on online shopping behavior. Thus, the researchers suggest that OLX.co.id should be able to encourage better purchase intention in the future, by encouraging subjective norms and perceived usefulness.

Keywords: perceived usefulness, subjective norm, purchase intention, and online purchasing behavior