

ABSTRACT

Tokopedia is an e-commerce company that has a problem with low interest in using the public to visit and shop at Tokopedia. This study aims to measure the effect of the price image variable on the future behavioral intentions variable mediated by perceived value, trust, and attitude variables in Tokopedia e-commerce. A total of 301 respondents who have used the Tokopedia application were taken as samples with a non-probability sampling method, namely purposive sampling. Respondents were asked to provide their perceptions on five ordinal scales of 24 statement items. All indicators belonging to each variable have been tested for validity and reliability. Before testing the hypothesis, the fit of the model is tested with a set of goodness of fit criteria. Ten interrelated hypotheses to form a structural equation modeling (SEM) were tested for significance by the T test and then the strength of their influence was measured. All calculations for testing are carried out with LISREL 8.8 software. The results of this study indicate that price image has a positive and significant effect on perceived value. Price image has a positive and significant effect on trust. Perceived value has no significant effect on trust. Perceived value has no significant effect on future behavioral intentions. Trust has a positive and significant effect on attitude. Trust has a positive and significant effect on future behavioral intentions. Attitude has a positive and significant effect on future behavioral intentions. Price image has no positive and significant indirect effect on trust. Price image has a positive and significant indirect effect on attitude. Price image has a positive and significant indirect effect on future behavioral intentions. This study recommends an effective way to increase future behavioral intentions in Tokopedia e-commerce.

Keyword: *attitude, future behavioral intentions, perceived value, trust, price image, structural equation modeling*