

ABSTRACT

The era of globalization is a process that cannot be avoided in today's life. Of course, the arrival of the COVID-19 pandemic brings significant changes to globalization because many things need to be adjusted. The growth of e-commerce and the increase in business activities make the demand for logistics in Indonesia is expected to continue to increase from year to year. This can be helped by the growing population, internet usage and increasing purchasing power of Indonesians. However, the COVID-19 pandemic has brought challenges to the logistics industry, such as delays in delivery and increased logistics costs due to difficulties in delivery. Seeing the problems that often occur in logistics companies, Shopee as an e-commerce company began to prepare logistics services that are integrated with the services they have. Shopee hopes that mistakes that often occur in logistics companies that can have a negative impact or can affect attitude towards online shopping intentions at Shopee as an online shopping service provider can be resolved. Shopee Express is expected to pay attention to several things such as delivery speed and trust in using Shopee Express logistics services, and Subjective Norm on online purchase intentions.

This study uses a quantitative method with a descriptive approach, using non-probability sampling techniques with a total sampling of 100 respondents. Data collection was carried out through distributing questionnaires to consumers who had made purchases in Shopee e-commerce and used Shopee Express logistics services. The data analysis method used in this research is SEM-PLS and processed using SmartPLS 3.0 software.

Based on the results of descriptive analysis, the delivery speed variable is in the very good category, trust in the good category, subjective norm in the good category, attitude in the good category, and online purchase intention in the good category. This study concludes that based on the results of hypothesis testing that has been carried out, it is found that delivery speed and trust each have a positive effect on attitude, delivery speed and trust each have a positive effect on online purchase intention through attitude as an intervening variable at Shopee Express, and subjective norm has a positive effect on online purchase intention in Shopee e-commerce.

Keywords: *Delivery Speed, Trust, Attitude, Subjective Norm, Online Purchase Intention.*