

ABSTRACT

ANALYSIS OF CONSUMER BEHAVIOR REGARDING ONLINE PURCHASING DECISIONS ON THE BUKALAPAK APPLICATION USING THEORY PLANNED OF BEHAVIOR APPROACH

Oleh
Askia Nuryasyifa
20103144

Since the advent of the internet, e-commerce has grown rapidly. Initially, limited to just a few websites offering simple products, now e-commerce covers almost every product and service category needed. Clothing and electronics to food and financial services, all can be accessed through e-commerce platforms. Bukalapak started as an online marketplace that allowed small traders to sell products online. The platform is growing quickly and now covers a wide range of products from electronics to clothing, as well as services such as BukaMall and BukaMart. The number of visitors to the Bukalapak site has decreased despite implementing various strategies, including maximum advertising. This decline was influenced by Bukalapak's attractiveness as well as people's behavior and motivation. The impact is that company performance is disrupted, it is difficult to attract new investors, revenues decrease, and competitors can take over market share. Based on the existing problems, the solution needed is to analyze consumer behavior regarding online purchasing decisions in the Bukalapak application using the Theory of Planned Behavior approach to identify factors that influence consumer purchasing decisions. Statistical analysis will be carried out on the data collected using path analysis techniques and Partial Least Square (PLS). Based on the results of hypothesis testing, the variable that has the greatest factor or influence influencing online purchases on the Bukalapak application in this research comes from perceived behavioral control, namely support that can convince individuals to make online purchases on the Bukalapak application such as supporting devices, internet access, and sufficient funds. The perceived behavioral control towards the intention to purchase using e-commerce is the most influential variable because it obtains a t statistical value of 11.361, followed by the subjective norm variable which obtains a t statistical value of 4.814, and the attitude variable towards behavior which has a slight influence on the intention to purchase using e-commerce. -commerce by obtaining a t statistic value of 2.577.

Keywords: Decisions, E-commerce, The Planned Behavior Theory (TPB)