

FAKTOR-FAKTOR YANG MEMPENGARUHI PURCHASE INTENTION KONSUMEN PADA PERUSAHAAN E-COMMERCE DI WILAYAH JAKARTA

Oleh : Julia

This research examines the direct and mediating effects of brand image, perceived price, perceived product quality, web design, trust, and value on consumers' purchase intentions. Total of participated in an experiment was 300 individuals. Data collected via a questionnaire to test the proposed model and using structural equation modeling (SEM) for analysis. The outcomes confirm most of the direct and indirect path effects are consistent with findings from previous studies. Perceived price, trust, value, and perceived product quality are the four critical determinants directly influencing purchase intentions. However, the impact of perceived product quality on purchase intention has negative significant and the impact of trust on purchase intentions is not significant. Managerial implications of these result are discussed

Keywords: brand image, perceived price, perceived product quality, web design, trust, value, purchase intention, e-commerce