

PENGARUH KEPERCAYAAN, KENIKMATAN BERBELANJA DAN  
PENGALAMAN TERHADAP MINAT BELI SECARA ONLINE DI SITUS ZALORA  
PADA MAHASISWA UNIVERSITAS TARUMANAGARA

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E-commerce is one of the crucial trading methods worldwide. It is important to understand consumers online purchase intention. This research aims to examine factors that influence consumer online purchase intention among university student in Jakarta. This research is to evaluate the impacts of trust, shopping enjoyment, and shopping experience to purchase intention at Zalora in Universitas Tarumanagara. A total of 100 sample consumer of Zalora participated in this research.

This study used a questionnaire and tested by SPSS 16.00 analysis using multiple regression techniques. From this study we can conclude that the trust, shopping enjoyment and shopping experience has a positive effect on purchase intention.

Keyword: Trust, Shopping Experience, Purchase Intention