

## ABSTRACT

*There is a unique phenomenon in Y generation when technology makes things much easier, then it makes a behavior shifted where people rather to purchase things online instead of doing an offline shopping. The fact that the E-commerce Market is being so popular, has a good impact on both businessman and consumers, where consumers tend to buy branded goods online by the internet on E-commerce websites. The specific website that will be used as an object is Zalora. This study refers to previous research, using social prestige variables, Internet technology readiness, Quality perception, and Brand credibility, to measure its effect on SGCC and interest in consumer purchases online.*

*This study aims to measure how much the influence of social prestige, internet technology readiness, quality perception, and brand credibility towards SGCC and consumer purchase intention. The object of this study is millennials generation with the scale of 18-35 years old and the E-commerce website users, especially Zalora, which the population are spread in Jakarta, Semarang and Surabaya. The analysis method in this study is use SEM or commonly referred to as Structural Equation Model (SEM).*

*The findings of this study are that there is a significant influence on social prestige variables and internet technology readiness on SGCC and SGCC has a significant influence on purchase intention or consumer buying interest.*

*Search key : social prestige, internet technology readiness, brand credibility, quality perception, susceptibility to global consumer culture, purchase intention*