

## ***ABSTRACT***

Rapid developments in the field of technology over the past few years have made people have a new perspective in terms of buying and selling transactions. This has led to the emergence of various kinds of e-commerce such as Shopee, Tokopedia, Bukalapak and others. Shopee is one of the e-commerce sites with the most visitors in Indonesia in 2020, but in 2021 it will be replaced by Tokopedia which has the highest number of visitors. When everything turned online due to the covid-19 pandemic, Shopee couldn't take advantage of the moment so it was left behind by Tokopedia, which ranks first for the most visitors in 2021.

This study aims to determine: (1) The effect of shopping orientation on online buying interest. (2) The influence of online trust on online buying interest. (3) The effect of buying experience on online buying interest. The type of research used in this study is a survey. The population in this study is generation Z and millennials aged 18-40 years. The sampling technique used purposive sampling method with a total sample of 108 people. In this study, the method used is the Structural Equation Model (SEM) with the tool to be used is PLS 2.

The results of this study indicate that: (1) There is a significant positive effect of the shopping orientation variabel on online buying interest. With the results of the statistical t value of the bootstrap method, it shows a number of 4,560. (2) There is a significant positive effect of online trust variabel on online buying interest. With the results of the statistical t value of the bootstrap method, it shows a number of 3,880. (3) There is a positive effect of the purchase experience variabel on online buying interest. With the results of the statistical t value of the bootstrap method, it shows a number of 5,105.

Keywords: Shopping Orientation, Online Trust, Purchase Experience, Buying Interest