

ABSTRACT

This study attempts to investigate the impact of attitudes, subjective norms and perceived behavioral control which can influence consumers' behavioral desires and interests in purchasing bicycle equipment and supplies online by way of the market.

Purposive sampling was used in the sampling process, and 305 respondents from Indonesia who had viewed cycling supplies and equipment online and had been active marketplace users over the previous year made up the entire sample. In this study, a questionnaire is employed as the data collection tool, and the data analysis strategy is using the AMOS application to analyse structural equation models (SEM).

The study's findings indicate that attitudes, subjective norms and perceived behavioral control have a positive and significant effect on consumers' behavioral desires and interests in purchasing bicycle equipment and supplies online through the marketplace.

Keywords: *attitude, subjective norm, perceived behavioral control, desire, intention*