

ABSTRACT

Shopping activities are not only done to meet needs and desires, but it can also relieve stress due to daily routine. The changing patterns of consumer behavior that occur today are the large number of young and millennial people tend to choose shopping online rather than shopping in an offline store. In this case, some of the factors that change consumer preferences in offline shopping are turning to online shopping such as perceive usefullness, ease, perceived price, and trust. The purpose of this study was to analyze perceived usefullness, ease, and perceived price on purchase intention offline to online with trust as an intervening variable.

This research is aimed at people in Semarang City, both those who live and domicile. The number of samples in this study were 150 respondents. With the method of collecting data through questionnaires and sampling methods in this study is a non probability sampling with a purposive sampling technique. This study uses Structural Equation Modeling (SEM) analysis techniques, which are estimated by the AMOS 22.0 program.

The results of this study indicate that the perception of benefits has a positive and significant effect on trust, convenience has a positive and significant effect on trust and the perception of prices has a positive and significant effect on trust. In addition, it is known that trust is proven to mediate the relationship between perceived usefullness, ease, and perceived price on purchase intention offline to online.

Keywords: Perceived usefullness, Ease, and Perceived Price, Trust, Purchase Intention Offline to Online.