

ABSTRACT

Online shopping activity is begun to spread by the people of Indonesia. Many people are starting to do online shopping compared to conventional shopping. Not only in terms of customers, manufacturers also began to realize the shift in consumption activities going on in the community. Many manufacturers who had been doing business in the conventional (brick and mortar) are switching to online business (click and mortar). To answer the needs of customers, manufacturers are required to work harder.

Therefore, this study aims to demonstrate the factors that influence online shopping decisions. By looking at previous studies, it was concluded there is the attractiveness of the website design, vendor reputation and perceived ease of transaction as factors affecting purchasing decisions online. To better understand these factors in influencing purchase decisions online, this study used the intervening variable customer's perception of value. This research was conducted in four major cities in Indonesia. Spreading conducted online.

This study takes the basic concept of TAM. Then modified according to the variables that have a relationship with online purchasing decisions. The study found that the vendor 's reputation and perceived ease of transactions has a direct influence on purchase decisions online. While the attractiveness of the website design is only indirectly influenced by the perception of customer value . Furthermore , the reputation of the vendor does not have an indirect effect through the customer's perception of value . So that only the perceived ease of transactions that have direct and indirect influence on purchasing decisions online through an intervening variable perceived customer value.

Keywords : *Technology Acceptance Model (TAM) , website design attraction , perceived ease of transactions , vendor's reputation , perceived customer value, online buying*