

ABSTRACT

This research is motivated by the emergence of the phenomenon of online shopping through an online shop or from social networks. In particular, this study reviewed the online shopping through buying and selling forum kaskus. The development of internet users push the existence of a large potential for the creation of online shopping, online shopping is now a lifestyle of modern society and reach all layers and areas, online shopping has a positive impact also for the equalization of goods distribution

The purpose of this study was to determine the effect of knowledge of Internet technology, consumer confidence, quality website and product quality online shopping motives. This research was conducted on consumers shopping online in the forum kaskus and purchase a set number of samples of 100 respondents using purposive sampling method. Analytical methods used are quantitative analysis and qualitative analysis. Data that has met the test of validity, reliability test, and test the classical assumption processed resulting regression equation as follows:

$$Y = 0.300 X1 + .358 X2 + .335 X3 + .017 X4$$

Where online shopping motive variables (Y), knowledge of Internet technologies (X1), consumer confidence (X2), the quality of the website (X3), and product quality (X4). Hypothesis testing using t test showed that the four independent variables under study is found to significantly affect the dependent variable motifs shopping online. Then through the F test showed that the four variables is feasible to test the dependent variable displacement brand decision. Figures Adjusted R Square of 0.695 shows that 69.5 percent of the variation in online shopping patterns may be explained by four independent variables in the regression equation. While the rest of 30.5 percent is explained by other variables outside of the four variables used in this study.

Keywords: online shopping motives, knowledge of Internet technology, consumer confidence, quality website, quality products.