

ABSTRACT

This study aims to examine and determine the dimensions of perceived online convenience that have the most important effect on behavioral intentions through consumer satisfaction of a customer in Indonesia when shopping online. The data source used in this research is primary data. The technique chosen to support research activities related to sampling in this research is the Nonprobability Sampling technique.

This study used a sample of 234 respondents with a purposive sampling method with data collection techniques using a questionnaire. This study uses Structural Equation Modeling (SEM) as a statistical instrument to test various hypotheses that have been determined with the help of AMOS 24 software.

Based on the research results, it can be proven that four of the seven dimensions of online convenience, namely the variables of access convenience, evaluation convenience, transaction convenience, and possession convenience can be accepted and positively affect toward behavioral intentions through the mediation of consumer satisfaction. The results showed that there is an indirect relationship of access, evaluation, transactions, and ownership to behavioral intention and there is a direct relationship between online consumer satisfaction and behavioral intention.

Keywords: *Perceived Online Convenience; Online customer satisfaction; Behavioral Intention; Structural Equation Modeling*