INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *online shopping convenience* terhadap *behavioral intentions* pada Zalora.co.id. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software* AMOS 20. Teknik pengambilan sampel yang digunakan adalah *non probability sampling*. Hasil penelitian ini menunjukkan adanya pengaruh *online shopping convenience terhadap behavioral intentions* pada Zalora.co.id

Kata kunci : *online shopping convenience, behavioral intention, service convenience*

ABSTRACT

This study aims to know and analyze the influence of online shopping convenience on behavioral intention in Zalora.co.id. This research using Structural equation Modeling (SEM) with AMOS 20 software. Sampling techniques used in this research are non probability sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The results of this study showed influence of online shopping convenience on behavioral intention in Zalora.co.id.

Key words : online shopping convenience, behavioral intention, service convenience