

ABSTRACT

The rapid development of technology has changed the behavioral pattern and also the attitude of the community in terms of purchasing needs online. The increasing number of internet users in Indonesia is one of the causes of the emergence of e-commerce. Various conveniences and diverse features make consumers start switching from conventional stores to online stores.

This study aims to examine the relationships that occur between variables in the object of research. This study examines perceived website reputation, relative advantages, perceived image websites, trusts and attitudes towards online shopping on Sociolla website in Indonesia.

The questionnaire was distributed to 412 respondents online with a population of internet users in Indonesia who had done online shopping through the Sociolla website. Based on scattered questionnaires, 359 questionnaires were validated with 88.6% respondents rate. Data is processed using SmartPLS version 3.0 for Windows through two stages, namely measurement model to measure validity and reliability, and using structural path models to evaluate conceptual frameworks and hypothesis testing.

Based on the tests that have been done, it is proven that perceived reputation websites, relative advantages, perceived image and trust have a positive and significant influence on attitudes towards online shopping on the Sociolla website. The attitude of consumers towards online shopping is mainly influenced by perceived website image and trust.

For future researchers who will do similar research, it is recommended that attention be paid to characteristics that are considered to have low contributions. The selection of different research locations aims to be a comparison between the attitudes of consumers in shopping online and offline. This will strengthen the validity of the research conducted.

Even though it is positive and significant, there are still variables that need to be improved, namely relative advantages and trusts, where the two variables have the lowest rating of attitudes towards online shopping. Companies need to increase the security of transactions and convenience on the Sociolla website where it is an indicator that consumers pay attention to online shopping both in terms of relative advantages and trust.

Keywords: *Attitudes towards online shopping, perceived website image, perceived website reputation, relative advantage, trust, consumer behavior*