

ABSTRACT

The Indonesian government has a target that the number of e-commerce transactions in Indonesia is expected to reach up to 50% per year. besides that the President of Indonesia set a vision to make Indonesia the largest economy in Southeast Asia. On the other hand, the abandonment level of shopping carts (the process of consumers who leave the online shopping cart and do not continue the payment phase associated with shopping online) is still high, where in 2018 the number of consumers in Indonesia who do abandonment shopping carts reaches 69%. Therefore, this study aims to determine the factors that drive abandonment shopping carts.

The research method used in this study is a quantitative method with a descriptive causal type. The sampling technique in this study was purposive sampling which is part of non probability. The population of this research is respondents from this study were consumers who had abandoned shopping carts domiciled in Java as many as 200 respondents. This study uses data analysis techniques Principal component analysis.

The results of this study are that there are 6 new components from 23 items that encourage questions shopping cart abandonment, that is emotional ambivalence, transaction inconvenience, hesitation at checkout, perceived risk, payment intention and perceived cost.

Keywords: *Shopping cart abandonment, Emotional ambivalence, Hesitation at checkout, Transaction inconvenience, Perceived risk, Perceived cost, Payment intention*