

ABSTRACT

With the growing number of internet users in Indonesia, the Internet widely used in various fields, one of them is online business. The total value of buying and selling online business in Indonesia in 2013 reached \$ 8 billion, equivalent to 80 trillion rupiah. In Indonesia, online shopping has become a trend. From all products sold online, fashion product is a product with the highest level of demand. However, there are still people of Indonesia who do not really trust online shopping, because of the risks and issues of online fraud. Therefore, there should be a research on consumer interest in doing online shopping in order to identify factors that affect consumer intention to shop online.

This study will be measuring customer's ratings to various variables such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Perceived Risk, Habit, and Behavioral Intention. This study also evaluates the effect of variable Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Perceived Risk, Habit, and Behavioral Intention. Furthermore, this study also shows that there is a moderating influence from the variables Age and Gender.

Data were collected through online questionnaires to 700 respondents. The sampling technique used is purposive sampling and method of data analysis used SEM.

Based on the results of data processing, it is known that the customer ratings to variable Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Perceived Risk, Habit, and Behavioral Intention. is in good category. While based on the effect, the result that Effort Expectancy, Performance Expectancy, Hedonic Motivation, Habit and Facilitating Conditions have a positive and significant impact on the Behavioral Intention. Perceived Risk has a significant negative effect on the Behavioral Intention. The results for moderating effect shows that Age does not moderate the relationship between the Habit, Effort Expectancy, Performance Expectancy, Hedonic Motivation, Perceived Risk, Facilitating Conditions to Behavioral Intention.

Based on results of the research, to improve consumer intentions to make online purchases in Zalora Indonesia, the online store Zalora Indonesia should design a navigation system that can guide the consumers in making online purchases with ease and increasing customer's convenience by confirming the goods delivery and providing an excellent security in payment system, considering the number of online fraud.

Keywords: *Behavioral Intention, Online Shopping, E-commerce, Perceived Risk, UTAUT 2*