

## ***ABSTRACT***

The development of internet use in Indonesia continued to increase per year. According to a survey that organizer by Association of Internet Services Indonesia (APJII) revealed that the number of internet users in Indonesia until August 2015 has reached 139 million people .With the increasing user internet services online business will be increasingly developed because of cheap and easily performed ..This is what triggers buying and selling of business through internet ( online shop ) because easier to administer , does not require massive capital , must not need a system of management that complicated and no need of employees for managing.

The activity of online shopping at indonesia in 2015 done through website. In 2015, techinasia.com ranked Tokopedia.com as first popular online shopping website much visited in indonesia in 2015. This shows that there are highest online interest buying in Tokopedia.com than their competitor site.

This study attempts to analyze and to knows (1) Impulse buying of consumers in Tokopedia.com, (2) Quality Orientation of consumers in Tokopedia.com, (3) Brand Orientation of consumers in Tokopedia.com (4) Shopping Enjoyment Orientation of consumers in Tokopedia.com, (5) Convenience Orientation of consumers in Tokopedia.com, (6) Shopping Orientation of consumers in Tokoipedia.com, (7) Online Purchase Intention of consumers in Tokopedia.com, (8) The influence of shopping orientation to online purchase intention of consumers in Tokopedia.com.

The method that used in this research is quantitative method .The population is the user of Tokopedia.com that is about 385 respondents. Data collection method used is a questionnaire. An analysis of the data used was descriptive analysis and regression analysis with t test to determine the effect jointly between the variables studied.

The results showed a simple regression equation  $Y = 1.078 + 0.176 X$ . Based on test results t test with significance level of 0.05 t test results obtained  $t_{count}$  11,710 bigger than  $t_{table}$  1,966. On the coefficient of determination shows that the  $R^2$  value of 0.264.

The conclusion of this research is that shopping orientation influential 26,4 % of online purchase intention of consumers in Tokopedia.com, while 73,6 % influenced by other factors. The advice from the study that Tokopedia.com retaining something that may increase shopping orientation consumers to make online purchase intention of consumers remained high.

***Keywords:* Online Shopping, Shopping Orientation, Online Purchase Intention, Tokopedia.com**

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