

ABSTRACT

The development of e-commerce world is currently developing very rapidly, business people are starting to switch to developing their business in the digital world, there are many categories of products offered by digital businesses, one of which is in the fashion product category.

Fashion is one of the many things that have an important role in the life of someone both male and female. In this study the intended fashion category is the men's fashion category. In addition, the purpose of this study is to determine the responses of male consumers who have made purchases of fashion products online and to determine the influence of variables partially. And the variables raised in this study are product prices, promotions, and buying interest with each indicator in it.

In this research the analysis technique used is SEM-PLS (Structural Equation Modeling-Partial Least Square) with a sample of 100 male respondents who have made purchases of fashion products online and spread in Jakarta and Bandung City, in the use of the analysis technique this research assisted with Smart PLS 3.0 software.

The results of this research indicate that male consumer responses are at interpretations of scores > 3.41 (Agree). In addition, the partial influence of product prices has a significant positive effect on men's fashion buying interest in e-commerce, while the promotion variable does not have a significant effect on men's fashion buying interest in e-commerce.

Based on the results of this study are expected to be used as an internal evaluation material in a group or digital business organization, especially in the appropriate category in this research that is men's fashion.

Keywords: product prices, promotions, e-commerce, men's fashion buying interest.

