

ABSTRACT

The development of the internet has led to very fast and efficient communication, giving rise to a new lifestyle phenomenon for people to use the internet and make people's knowledge more open to global information. In the current era of technological revolution, more and more companies are creating new *marketplaces* to make it easier for people to shop online. JD.ID is one of the *marketplaces* that has experienced a decrease in usage every month, this is due to the many complaints from the public about JD.ID. One of the public complaints to JD.ID is *customer service* that is not good and efficient in handling complaints. This makes consumers' purchase intentions towards JD.ID less reliable and there is no convenience.

This study aims to determine how much influence trust, convenience, and *customer service* have and their three dimensions, namely Trust in Online Shopping, Convenience of Online Shopping, *Customer service* Offered by Online Shopping on the JD.ID *marketplace*.

In this study, *researchers* used quantitative methods with a casual *research* objective. Data collection used the non-probability sampling method with the convenience sampling type of 385 JD.ID user respondents. This study used a questionnaire data collection technique with an ordinance scale and data analysis techniques using Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software.

Based on the results of data analysis, it can be concluded that the variables trust in online shopping, attitude towards online shopping, convenience of online shopping, customer service by online shopping, and subjective norms have a positive and significant effect on the intention to shop online variable. Furthermore, the relationship between the variables trust in online shopping, the convenience of online shopping, and the customer service offered by online shopping has a positive and significant effect on the attitude towards online shopping variable.

The suggestion in this research is that companies need to focus on allocating their resources in improving and maintaining the quality of the consumer's attitude towards online shopping.

Keywords : *Customer service, Convenience, Subjective Norm, Trust, Interest in Buying*