

**FACTORS OF ONLINE STORE IMAGE THAT INFLUENCE ATTITUDE
TOWARDS PURCHASE ONLINE AND INTENTION TO PURCHASE ONLINE
ON E-STORE ADORABLE PROJECTS
(Study at Andalas University)**

THESIS

Thesis is submitted as one of the requirement for a Bachelor Degree in Management
Department – Faculty of Economic



Submitted By:

WENI DEVIANI SUFRI

1510524017

Supervisor: Dr. Vera Pujani, SE, MM, Tech

**BACHELOR DEGREE INTERNATIONAL MANAGEMENT
ECONOMIC FACULTY
ANDALAS UNIVERSITY
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Alumni Number at University	Weni Deviani Sufri	Alumni Number at Faculty
a) Place/Date of Birth: Dumai/07 April 1997, b) Parent's Name: Syarifuddin Sufri and Melsinoflida, c) Faculty: Economic, d) Major: International Management, e) Student Number: 1510524017, f) Graduation Date: June 22nd, 2019 , g) Grade: Very Satisfied , h) GPA: 3,37 , i) Length of Study: 3 Years 8 Months , j) Parent's Address: Jalan Elang 2 No.21 Air Tawar Barat, 25132 Padang		

FACTORS OF ONLINE STORE IMAGE THAT INFLUENCE ATTITUDE TOWARDS PURCHASE ONLINE AND INTENTION TO PURCHASE ONLINE ON E-STORE ADORABLE PROJECTS. STUDY AT ANDALAS UNIVERSITY.

*Bachelor Thesis By : Weni Deviani Sufri
Supervisor: Dr. Vera Pujani, SE, MM, Tech.*

ABSTRACT

The purpose of this research is to identify the factors that influence attitude towards purchase online as the intervening variable and intention to purchase online as dependent variable on e-Store Adorable Project, by e-Store Usefulness, e-Store Enjoyment, e-Store Ease of Use, e-Store Trustworthiness, e-Store Style, and e-Store Familiarity as the independent variables. The sample criteria in this research are student in Andalas University, who are having an Instagram account, ever been a customer of e-store Adorable Project or not, and they could reviewing the variable provided according to proposed frameworks, with sample collected is 150 respondents. The sampling technique of this research is Non-Probability Sampling with Convenience/Accidental sampling method. This research used questionnaire to collect the data by using Ordinal Scale with Likert Scale type. The data was processed by using Smart PLS 3.0 version. The result of this research indicates that e-Store Usefulness, e-Store Trustworthiness, e-Store Style and e-Store Familiarity has a positive and significant influence on Attitude towards Purchase Online and attitude has a positive and significant influence on Intention to Purchase Online, while e-Store Enjoyment has a negative and insignificant influence and e-Store Ease of Use has a positive but insignificant influence on Attitude towards Purchase Online.

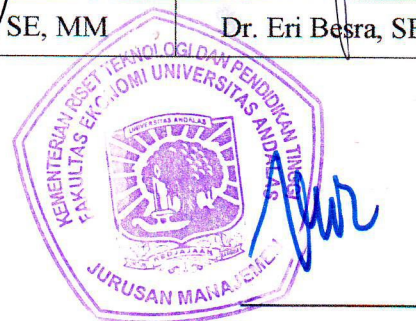
Keywords: e-Store Usefulness, e-Store Enjoyment, e-Store Ease of Use, e-Store Trustworthiness, e-Store Style, e-Store Familiarity, Attitude towards Purchase Online, Intention to Purchase Online

This thesis already examined and passed on April, 11th 2019. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dr. Vera Pujani, SE, MM, Tech	Asmi Abbas/SE, MM	Dr. Eri Besra, SE, MM

Acknowledgement,
Head of Management Department

Dr. Verinita, SE, M.Si
NIP. 197208262003122004



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