ANALYSIS OF FACTORS AFFECTING CROSS BORDER E-SHOPPING INTENTION FOR CUSTOMER IN INDONESIA

THESIS

Submitted as partial fulfillment of the requirements for Degree of *Sarjana Manajemen (S1)* in International Business Management Program of Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

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AUTHENTICITY ACKNOWLEDGEMENT

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Is my own thinking and writing. I fully know and understand that my writings do not contain other's part(s) of other writing, except for those that have been cited and mentioned in the references

Yogyakarta, May 25th 2021

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ANALYSIS OF FACTORS AFFECTING CROSS BORDER E-SHOPPING INTENTION FOR CUSTOMER IN INDONESIA

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ABSTRACT

This study aims to determine: (1) The effect of price on cross-border e-shopping intention. (2) The effect of shipping costs on cross-border e-shopping intention for customer in Indonesia. (3) The effect of delivery time on cross-border e-shopping intention for customer in Indonesia. (4) The effect of price, shipping costs, and delivery time on cross-border e-shopping intention for customer in Indonesia.

This type of research used in this research is a survey. The population in this study are all Indonesian citizens who have ever had online purchase experience in cross-border e-shopping in any e-commerce or online market place. The sampling technique used purposive sampling method with a total sample of 316 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypothesis is multiple regression.

The results of this study indicate that: there is a significance influence of the price, shipping time, and delivery cost towards cross-border e-shopping intention for customer in Indonesia, both individually and simultaneously. The study expected to provide new insight and knowledge for readers, future research , and also buyers and sellers abroad, in order to find out the influence of the factors in gaining competitive advantage and create a better e-commerce business in Indonesia and worldwide.

Keywords: Cross Border E-Commerce, E-Shopping Intention, Online Shopping.