Abstract

Time and place is no longer a shopping constraint in these days virtual shopping world. The “Online Shopping” phenomenon has made a profound impact on most of the world population. There are some factors that influence the intention of Indonesian people on buying something online from the Internet.

The purpose of this research is to discover and analyse factors influencing Indonesian Internet Users intention on buying books online. Certain factors will be investigated, are demographic, features, convenience, web design, and security. This research used questionnaires to obtain data from the respondents. After the data collected, SPSS software is used to process the data with using Chi-Square test.

This thesis has benefits especially for bookstores management, either online or traditional one. With this thesis result, management can know what factors need to be increased to attracted people to buy books online from their bookstores.

The result found that features, convenience and security factors of online bookstores and level of education, income and occupation of the Indonesian Internet Users influence the people intention on buying books online. In the other hand, web design of the online bookstores and the age of the Indonesian Internet users have no influence on their intention on buying books online. At the end, there are some conclusions about this research and also recommendations for further research.