ABSTRACT

ANALYSIS OF THE FACTORS THAT AFFECT ONLINE SHOPPING

DURING THE PANDEMIC ON DEVELOPMENT ECONOMICS STUDENTS

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The purpose of this research is to analyze the affect of price, trust, application system, income, and quality product on online shopping demand. The research method used is multiple linear regression. The result of this research shows that price, trust, application system, and income have a positive and significant effect on online shopping demand and quality product has a negative and insignificant effect on online shopping demand. By the simultan test shows that price, trust, application system, income, and quality product has a significant effect on online shopping demand.

Keywords: demand of online shopping, price, trust, application system, income, and product quality.