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Adviser : Dr. H. Nur Asnawi M.Ag
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The development science and technology bring about change in business particularly trade in the era of globalization. Whereby a hundred years ago the trade barter (Exchange-traded). Traditionally trade transactions conducted with the merging between the seller and the buyer in one place. However, in the era globalization can all implemented practically without having to meet. Communication tools which supports, encourages consumers to transact with electronic technology through Commercial Electronic (E-Commerce). E-Commerce brings a lot of changes in world trade. With the change in the mindset of consumers who tend to be practical because of the limited time.

This research is quantitative, using primary and secondary data. Model analysis using classic assumption test consists of multicollinearity test, heterokedastisitas test, autocorrelation test and normality test. Continued with the hypothesis using the test f (simultan), test t (partial) and dominant variable.

The result showed that, behavior consumers consisting a group reference (X1), culture (X2), social class (X3), trust (X4), personality (X5), lifestyle (X6), price (X7), and product (X8) simultan influential signifikan to transactions based e-commerce. In partial trust(X4) and personality (X5) has influence significantly to transactions based e-commerce. Of trust (X4) has a dominant influence in a based e-commerce of 15.21 %. And coefficients determinan of 27.1 % suggests that the explain variable behavior customers to transactions based e-commerce.