

ABSTRACT

THE INFLUENCE OF COGNITIVE CHARACTERISTICS, PERSONALITY CHARACTERISTICS, AND CONSUMER INTENTION TOWARD ATTITUDE ON DECISION-MAKING PROCESS IN CONTEXT SHOPPING ONLINE

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This research aims to identify the influence of cognitive characteristics, personality characteristics, and the intention toward attitude in decision to shop online. This research uses 145 student of Lampung University who do online shopping activity in the period of the last two months as samples. Data collection technique used a questionnaire with Likert scale. Structural Equation Modelling (SEM) is used to test the model. Based on the result can be seen that in construct characteristic cognitive all variables have no significant influence on attitude to online shopping. On the otherwise, only risk-taking propensity that has significantly effect to the attitude to shopping online, and intentions matter but not significantly to the attitude to go shopping on the internet. Different research setting and using more sample can be used for the further research.

Key Word: Cognitive Characteristics, Personality Characteristic, Intention, Attitude, Online Shopping