ABSTRACT

This study aims to analyze the factors that influence online purchasing decisions by santri who are domiciled in Semarang Islamic boarding schools, using word of mouth variables, ease of use, risk perception, product quality and attitude of online shopping are expected to be a strategy for companies and sellers who market products online

In analyzing the data in this study using a quantitative approach with the method of structural equation analysis (SEM) using AMOS software in 252 students who have been determined to be respondents of the study through non-probability sampling techniques.

The results of this study prove that perceptions of risk and product quality have an indirect influence on the online shopping decisions of the santri, while word of mouth and convenience have no effect on online shopping decisions. besides the results of the study said that the online purchasing decisions of santri are directly influenced by the attitude of online shopping and also word of mouth which directly influences online shopping decisions. so business people who market products online can prepare a strategy to introduce products to santri in Semarang City specifically and santri throughout Indonesia in general.

Keyword : ***Online Shopping Decisions, Online Shopping Attitudes, Word of Mouth, Convience, Risk Perception, Product Quality***