

ABSTRACT

The rise of internet user is getting higher all around the world, including in Indonesia. Based on data from APJII (Association of Indonesian Internet Provider), the penetration of internet usage in Indonesia is 51,8% of total population. The Central Bureau Statistics (BPS) shows the number of Gen Y or Millenials is dominating in Indonesia. Besides, Gen Y is medium-heavy user that is strolling around internet using smartphone. Means, in the future Gen Y will dominate the usage of internet. The trust of people in doing transaction through internet has risen along with increasing number of E-commerce platform in Indonesia. A survey from APJII delivers that 63,5% people has done online transaction before. Based on Loubou & Kalchev (2011) Gen Y contributes up to 85% in online transaction itself. This study is examining whether perceived enjoyment, simplicity motive, information abundance influence customer behaviour with intention to buy as the mediation variable in Gen Y consumer. The sample of this study is 167 respondents answered some questions and the data was being analyzed using SEM (Structural Equation Modelling). This study resulted in a positive significant of perceived enjoyment, simplicity motive, information abundance, and intention to buy variable to customer behaviour

Keywords: *Perceived Enjoyment, Simplicity Motive, Information Abundance, Intention to Buy, Online Buying Behavior*

