

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari posel pemasaran persetujuan, kemudahan penggunaan berbelanja daring persepsian, kegunaan berbelanja daring persepsian, kenikmatan berbelanja daring persepsian, risiko berbelanja daring persepsian, dan sikap pada berbelanja daring terhadap niat berbelanja daring. Penelitian ini merupakan penelitian kuantitatif yang menggunakan teknik pengambilan *non-probability sampling* dengan tipe *purposive sampling*. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui survei kuesioner yang disebarakan secara daring kepada responden yang memenuhi kriteria pernah melakukan belanja melalui situs web belanja daring fesyen di Indonesia dan pernah setuju untuk menerima posel pemasaran persetujuan dari situs web belanja daring fesyen. Diperoleh 271 responden yang kemudian diolah menggunakan metode *Structural Equation Model* dengan perangkat lunak Smart PLS 3.2.4. Dari pengujian kesembilan hipotesis dalam penelitian ini, ditemukan bahwa tujuh hipotesis diterima. Hasil penelitian ini menunjukkan bahwa posel pemasaran persetujuan, kemudahan penggunaan berbelanja daring persepsian, kegunaan berbelanja daring persepsian, kenikmatan berbelanja daring persepsian, dan sikap pada berbelanja daring berpengaruh positif secara signifikan terhadap niat berbelanja daring

Kata kunci: posel pemasaran persetujuan, kemudahan penggunaan berbelanja daring persepsian, kegunaan berbelanja daring persepsian, kenikmatan berbelanja daring persepsian, risiko berbelanja daring persepsian, sikap pada berbelanja daring, niat berbelanja daring.

## **ABSTRACT**

This research aims to determine the effect of permission email marketing, perceived online shopping ease of use, perceived online shopping usefulness, perceived online shopping enjoyment, perceived online shopping risk, and overall attitude towards online shopping on online purchase intention. It is a quantitative research using non-probability sampling with purposive sampling type. The data used in this study is primary data obtained through an online questionnaire survey to respondents who meet the criteria: consumers who shopped online for clothing and had given their permission to online fashion retailer to send them marketing oriented e-mail. Data collected from 271 respondents were then processed using methods Structural Equation Model with Smart PLS software 3.2.4. From the test of nine hypothesis, it was found that seven hypothesis was accepted. These results indicate that permission email marketing, perceived online shopping ease of use, perceived online shopping usefulness, perceived online shopping enjoyment, and overall attitude towards online shopping have significant positive effect online purchase intention.

**Keywords:** permission email marketing, perceived online shopping ease of use, perceived online shopping usefulness, perceived online shopping enjoyment, perceived online shopping risk, and overall attitude towards online shopping, online purchase intention.