

ABSTRACTS

SILASWARA, DIANA. *Culture, Social, Personal, and Psychology Factor Analyze to Internet Users Buying Behavior in Indonesia* (Tutor by Ardiansyah, Muhril).

This observation purpose to know how the opinion of the internet users about on-line buying system and to know the factor that influence of internet users buying behavior in Indonesia. The reason why this observation was made is because so many internet user do not wanna make a transaction even though they know all about eCommerce and have a credit card as the pay tools of the transaction.

This observation begin when the observer start to spread the questionare to the internet. The statistics tools which used in this observation are Cross-Tabulation, Multiple Correlation and Multiple Regression.

The result of this observation is almost all the internet users in Indonesia can accept the on-line buying system and only the culture and personal factor which influence the internet users buying behavior.