

Analysis Of Influencing Online Purchasing Behavior Among Digital Business

Students At The Jember State Polytechnic Class Of 2022-2024

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ABSTRACT

The development of information technology has driven changes in consumer behavior in online purchasing, especially among students as active users of e-commerce. This study aims to analyze the influence of psychological factors, convenience, hedonic motivation, and information quality on online purchasing behavior among students of the Digital Business Study Program at the Jember State Polytechnic, class of 2022–2024. This study uses a quantitative approach with a survey method by distributing questionnaires to 92 respondents. The results showed that psychological factors and information quality had a positive and significant effect on online purchasing behavior. Convenience and hedonistic motivation had a positive effect but were not significant partially.

Keywords: *online purchasing behavior, psychological factors, convenience, hedonistic motivation, information quality.*