

## **ABSTRACT**

Name : Novela Sunjan.

Study Program : Hotel Business Program.

Title : Analysis of Millennial Generation Interest in Buying Online and Conventional (Case Study: Shopee and Transmart).

Primary needs are the main human needs that must be met, and at this time, there is a shift in life patterns that are increasingly advanced in millennial generation. At present there are many applications that are popping up that sell primary goods called online application stores, such as shopee, tokopedia, lazada, bukalapak, etc. An online store is an application that sells stores but has applications that sell primary needs that do not need to be purchased in advance to buy goods. The tendency of millennial generation to try new things makes online shops develop very rapidly at this time.

The purpose of this study is to study the skills of millennial generation to choose a shop that is supported by shifting shop patterns where people originally bought primary needs on transmart, or are now turning more to online shops (Shopee).

**Keywords: generation millennial, buy an interest, online, conventional.**