

## ABSTRACT

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Study Program : Entrepreneurship  
Title : Analysis The Factors that Affecting Customer Purchase Intention for FTT's Product via Online Platform

*The research is intended to analyze the factors that affecting customer purchase intention for FTT's product via online platform. The factors are price, brand image, product design and promotion.*

*The research was conducted in DKI Jakarta by using quantitative analysis. The population are people in DKI Jakarta that ever did online shopping at least once. The result from this research are price has no significant effect to purchase intention, brand image has no significant effect to purchase intention, product design has no significant effect to purchase intention, and lastly, promotion has no significant effect to purchase intention.*

*Keywords:*

*Price, Brand Image, Product Design, Promotion, Purchase Intention, FTT, Platform Online, Marketing Mix.*