

## **ABSTRACT**

*The purpose of this research is to know the effect of price perception, branding, and shopping orientation towards the customer's interest on online shopping in Zalora.com. The population of this research people who know and who have visited the online website of Zalora. The researcher has used 100 respondents as the sample which are gathered by using purposive sampling. The researcher uses a questionnaire to collect data for this research. The data analysis is quantitative, comprising validity and reliability, classic assumption test, multiple linear regression test, coefficient determinant, F test and t test. The result shows a coefficient determinant that variable price perception, branding and shopping orientation able to explain customer's interest at 53,8%. While each of the most influential variable shopping orientation affecting customer's interest towards shopping in Zalora.com, price perception and branding is not affecting the customer's interest on shopping in Zalora.com.*

*The keywords: price perception, branding, shopping orientation, shopping interest*