

ABSTRAK

Rian Saputra Kristi (01628190013)

PENGARUH *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, DAN *COST SAVING* TERHADAP *PURCHASE INTENTION* DENGAN *ATTITUDE* SEBAGAI VARIABEL MEDIASI PADA APLIKASI ONLINE EDENFARM

(xv + 149 halaman, 17 gambar, 22 tabel, dan 8 lampiran)

Tujuan penelitian ini dilakukan adalah untuk menguji pengaruh *Perceived Usefulness*, *Perceived Ease of Use*, *Cost Saving* terhadap *Purchase Intention* dengan *Attitude* sebagai Variabel Mediasi pada Aplikasi Online EdenFarm. Pendekatan penelitian ini menggunakan metode kuantitatif dengan desain eksplanatif yang dilakukan untuk mengidentifikasi tingkat dan sifat hubungan sebab akibat.

Adapun populasi dalam penelitian ini adalah restoran yang mengenal aplikasi online EdenFarm. Sementara itu, teknik penarikan sampel menggunakan *simple random sampling* dan ditetapkan sebanyak 150 responden yang merupakan pengguna aplikasi *online* Eden Farm. Dalam penelitian ini penulis menggunakan dua macam teknik pengumpulan data menurut klasifikasi jenis dan sumbernya data primer dan data sekunder. Penulis mendapatkan data primer dengan menyebarkan angka atau kuesioner untuk diisi responden dan pengumpulan data sekunder dapat dilakukan dengan menggunakan studi dokumen dan kepustakaan. Adapun metode analisis data yang digunakan adalah metode persamaan structural (SEM) dengan bantuan program Smart PLS versi 3.2.9.

Hasil penelitian membuktikan bahwa *Perceived usefulness* berpengaruh positif terhadap *attitude toward using*, *Perceived usefulness* berpengaruh positif terhadap *purchase intention*, *Perceived ease of use* berpengaruh positif terhadap *purchase intention*, *Perceived ease of use* berpengaruh positif terhadap *purchase intention*, *Cost saving* berpengaruh positif terhadap *attitude toward using*, *Cost saving* berpengaruh positif terhadap *purchase intention*, *Attitude toward using* berpengaruh positif terhadap *purchase intention*, *Attitude toward using* memediasi pengaruh *perceived usefulness* terhadap *purchase intention*, *Attitude toward using* memediasi pengaruh *perceived ease of use* terhadap *purchase intention*, *Attitude toward using* memediasi pengaruh *cost saving* terhadap *purchase intention*.

Kata Kunci : *Perceived Usefulness*, *Perceived Ease of Use*, *Cost Saving*, *Attitude Toward Using*, *Purchase Intention*

ABSTRACT

Rian Saputra Kristi (01628190013)

PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND COST SAVING TOWARDS PURCHASE INTENTION WITH ATTITUDE AS INTERVENING VARIABLE UPON EDEN FARM ONLINE APPLICATION

(xvi + 149 pages, 17 pictures, 22 tables, dan 8 attachments)

The purpose of this study was to examine the effect of Perceived Usefulness, Perceived Ease of Use, Cost Saving on Purchase Intention with Attitude as Intervening Variable on Eden Farm Online Application. This research approach uses quantitative methods with an explanative design to identify the level and nature of the causal relationship.

The population in this study are restaurants that are familiar with the Eden Farm online application. Meanwhile, the sampling technique used simple random sampling and it was determined that 150 respondents were users of the Eden Farm Online application. In this study the authors used two kinds of data collection techniques according to the classification of types and sources of primary data and secondary data. The author obtains primary data by distributing numbers or questionnaires to be filled in by respondents and secondary data collection can be done using document and literature studies. The data analysis method used is the structural equation method (SEM) with the help of the Smart PLS version 3.2.9 program.

The research results prove that perceived usefulness has a positive effect on attitude toward using, Perceived usefulness has a positive effect on purchase intention, Perceived ease of use has a positive effect on purchase intention, Perceived ease of use has a positive effect on purchase intention, Cost saving has a positive effect on attitude toward using, Cost saving has a positive effect on purchase intention, Attitude toward using has a positive effect on purchase intention, Attitude toward using mediates the effect of perceived usefulness on purchase intention, Attitude toward using mediates the effect of perceived ease of use on purchase intention, Attitude toward using mediates the effect of cost saving on purchase intention.

Keywords : Perceived Usefulness, Perceived Ease of Use, Cost Saving, Attitude Toward Using, Purchase Intention