

## ABSTRAK

Perkembangan pesat yang terjadi pada sektor *e-commerce* menciptakan peluang bagi perusahaan *e-commerce* di Indonesia. Hal ini didorong oleh perubahan seperti perilaku konsumtif masyarakat yang ingin berbelanja secara *online* karena adanya kemudahan dalam bertransaksi dan memilih produk pada *e-commerce*. Salah satu perusahaan *e-commerce* buatan dalam negeri yang paling diminati oleh masyarakat Indonesia adalah Tokopedia. Tokopedia pertama kali dikenalkan kepada publik pada tahun 2009 dan semenjak itu Tokopedia menjadi salah satu *e-commerce* nomor satu di Indonesia.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Perceived Ease of Use*, *Perceived Usefulness*, *Enjoyment*, *Customisation*, dan *Subjective Norm* terhadap *Attitude Towards Brand* dan *Attitude Towards Brand* dalam membentuk *Loyalty Towards Brand* pada pelanggan Tokopedia Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Tokopedia dalam menelaah pengaruh variabel *Perceived Ease of Use*, *Perceived Usefulness*, *Enjoyment*, *Customisation*, dan *Subjective Norm* terhadap *Attitude Towards Brand* dan *Attitude Towards Brand* dalam membentuk *Loyalty Towards Brand*.

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden pria dan wanita berumur 18-65 tahun, berdomisili di Surabaya, mempunyai aplikasi Tokopedia, pernah melakukan pembelian minimal dua (2) kali dalam kurun waktu satu (1) tahun terakhir di aplikasi Tokopedia, mengetahui promo-promo di Tokopedia, mengetahui fitur-fitur yang terdapat dalam aplikasi Tokopedia.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Attitude Towards Brand* terhadap variabel *Loyalty Towards Brand* sebesar 0,782; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Perceived Usefulness* terhadap variabel *Attitude Towards Brand* sebesar 0,341; terbesar ketiga variabel *Subjective Norm* terhadap variabel *Attitude Towards Brand* sebesar 0,288; terbesar keempat variabel *Customisation* terhadap variabel *Attitude Towards Brand* yang memiliki pengaruh sebesar 0,251, terbesar kelima variabel *Enjoyment* terhadap variabel *Attitude Towards Brand* sebesar 0,099, terbesar keenam variabel *Perceived Ease of Use* terhadap variabel *Attitude Towards Brand* sebesar 0,070.

**Kata Kunci:** *Perceived Ease of Use*, *Perceived Usefulness*, *Enjoyment*, *Customisation*, dan *Subjective Norm*

## **ABSTRACT**

*The rapid development that occurs in the e-commerce sector creates opportunities for e-commerce companies in Indonesia. This is driven by changes such as the consumptive behavior of people who want to shop online because of the ease in making transactions and choosing products in e-commerce. One of the e-commerce companies from Indonesia and is the most popular by Indonesians is Tokopedia. Tokopedia was first introduced to the public in 2009 and since then Tokopedia became number one e-commerce in Indonesia.*

*This study aims to determine how the influence of Perceived Ease of Use, Order Perceived Usefulness, Enjoyment, Customisation, and Subjective Norm on Attitude Towards Brand and Attitude Towards Brand in forming Loyalty Towards Brand to Tokopedia Surabaya customers. The expected benefit from this research is to contribute to the development of marketing research and theory, and is useful for Tokopedia in examining the influence of the variables Perceived Ease of Use, Order Perceived Usefulness, Enjoyment, Customisation, and Subjective Norm on Attitude Towards Brand and Attitude Towards Brand in forming Loyalty Towards Brand*

*This research is a research with quantitative methods with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 135 respondents with the characteristics of male and female respondents aged 18-65 years, live in Surabaya, have the Tokopedia application, made purchases of a minimum two (2) times in the last year at Tokopedia, know Tokopedia promos, know features inside the Tokopedia application.*

*The results showed that the variable that had the greatest influence is Attitude Towards Brand with the Loyalty Towards Brand variable of 0.782; then the variable that has the second biggest influence is the Perceived Usefulness variable on the Attitude Towards Brand variable of 0.341; the third largest variable Subjective Norm to the Attitude Towards Brand variable is 0.288; the fourth largest is Customisation on the Attitude Towards Brand variable which had an influence of 0.251, the fifth largest is the Enjoyment variable for the Attitude Towards Brand variable at 0.099, the sixth largest for the Perceived Ease of Use variable for the Attitude Towards Brand variable is 0.070.*

**Keywords:** *Perceived Ease of Use, Perceived Usefulness, Enjoyment, Customisation, and Subjective Norm*