

ABSTRAK

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PENGARUH *PERCEIVED USEFULNESS* DAN *PERCEIVED EASE OF USE* TERHADAP *INTENTION TO PURCHASE* DAN *ATTITUDE TOWARD USING E-COMMERCE* DI JABODETABEK

(xvii + 105 halaman: 35 tabel ; 6 gambar ; 5 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh dari *Perceived Usefulness* dan *Perceived Ease Of Use* terhadap *Intention to Purchase* dan *Attitude Toward Using E-Commerce*. Penelitian ini menggunakan metode kuantitatif dengan metode pengumpulan data adalah dengan menggunakan kuisioner *online* yang dibuat melalui Google Form dan disebarakan ke *online messenger* (LINE, WhatsApp, dan Telegram). Teknik yang digunakan untuk menentukan sampel dalam penelitian ini adalah menggunakan *non-probability sampling – judgement sampling* dengan jumlah responden sebanyak 337 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah menggunakan PLS-SEM yaitu SMARTPLS. Hasil uji hipotesis menunjukkan hasil bahwa seluruh hipotesis didukung, yaitu terdapat pengaruh positif dari *Perceived Usefulness* terhadap *Attitude Toward Using E-Commerce*, terdapat pengaruh positif dari *Perceived Ease Of Use* terhadap *Attitude Toward Using E-Commerce*, terdapat pengaruh positif dari *Attitude Toward Using E-Commerce* terhadap *Intention to Purchase*, terdapat pengaruh positif dari *Perceived Usefulness* terhadap *Intention to Purchase*, dan terdapat pengaruh positif dari *Perceived Ease Of Use* terhadap *Intention to Purchase*.

Kata kunci: *Perceived Usefulness; Perceived Ease Of Use; Attitude Toward Using E-Commerce; Intention to Purchase*

Referensi: 95



ABSTRACT

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THE INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE ON INTENTION TO PURCHASE AND ATTITUDE TOWARD USING E-COMMERCE IN JABODETABEK

(xvii + 105 pages: 35 tables ; 6 pictures ; 5 attachments)

This study aims to determine the effect of Perceived Usefulness and Perceived Ease Of Use on Intention to Purchase and Attitude Toward Using E-Commerce. This study uses a quantitative method with data collection methods using online questionnaires made via Google Forms and distributed to online messengers (LINE, WhatsApp, and Telegram). The technique used to determine the sample in this study was non-probability sampling - judgment sampling with a total of 337 respondents. The data in this study is analysed using PLS-SEM technique namely SMARTPLS. The results of the hypothesis test show that all hypotheses are supported, namely that there is a positive influence from Perceived Usefulness on Attitude Toward Using E-Commerce, there is a positive influence from Perceived Ease Of Use on Attitude Toward Using E-Commerce, there is a positive influence from Attitude Toward Using E-Commerce on Intention to Purchase, there is a positive influence from Perceived Usefulness on Intention to Purchase, and there is a positive influence from Perceived Ease Of Use on Intention to Purchase.

Keywords: *Perceived Usefulness; Perceived Ease Of Use; Attitude Toward Using E-Commerce; Intention to Purchase*

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