

ABSTRAK

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”PENGARUH FAKTOR *EASINESS, QUALITY OF SERVICE, PRICE, QUALITY OF INFORMATION, BRAND IMAGE, SECURE TRANSACTION, DAN PROMOTION* TERHADAP *PURCHASE DECISION* DI TOKOPEDIA DI JAKARTA”

(xii + 79 halaman; 17 tabel; 7 gambar; 7 lampiran)

Dengan teknologi yang semakin berkembang, dapat dilihat pengaruhnya terhadap gaya hidup masyarakat di seluruh dunia. Dimana pada saat ini salah satu gaya hidup yang paling dipengaruhi adalah cara masyarakat berbelanja yang semakin berubah dari berbelanja dalam tempat menjadi berbelanja menggunakan e-commerce atau *marketplace*. Penelitian ini bertujuan untuk mengetahui pengaruh *easiness, quality of service, price, quality of information, brand image, secure transaction, dan promotion* terhadap *purchase decision* pada Tokopedia di Jakarta. Penurunan jumlah pengunjung selama tahun 2020 di Tokopedia menjadi alasan dilakukannya penelitian ini yang mana Tokopedia akhirnya berhasil dikalahkan oleh kompetitornya. Penelitian ini dilakukan di Jakarta dengan 229 responden yang pernah berbelanja di Tokopedia. Pengumpulan data dilakukan dengan menyebarkan kuesioner dengan menggunakan Skala Likert 1-5. Analisis data menggunakan metode SEM berbasis PLS. Hasil penelitian ini menunjukkan bahwa *easiness, quality of information, brand image, dan secure transaction* memiliki pengaruh positif terhadap *purchase decision*. Adapun implikasi praktis dari penelitian ini adalah *purchase decision* dapat ditingkatkan dengan meningkatkan *easiness, quality of information, brand image, dan secure transaction*.

Referensi : 105 (1988 – 2022)

Kata Kunci : *Brand Image, Easiness, Marketplace, Price, Promotion, Purchase Decision, Secure Transaction, Quality of Information, Quality of Service*

ABSTRACT

Cavin Giovani (01619210016)

”THE INFLUENCE OF EASINESS, QUALITY OF SERVICE, PRICE, QUALITY OF INFORMATION, BRAND IMAGE, SECURE TRANSACTION, AND PROMOTION AT TOKOPEDIA DI JAKARTA”

(xii + 79 pages; 17 tabels; 7 figures; 7 appendices)

With the ever-developing technology, one can see its impact on the lifestyles of people around the world. Where currently one of the most affected lifestyles is the way people shop which is increasingly changing from shopping at places to shopping using e-commerce or marketplaces. This study aims to determine the effect of convenience, service quality, price, information quality, brand image, transaction security, and promotion on purchasing decisions at Tokopedia in Jakarta. The decline in the number of visitors during 2020 at Tokopedia was the reason for conducting this research where Tokopedia was finally defeated by its competitors. This research was conducted in Jakarta with 229 respondents who had shopped at Tokopedia. Data collection was done by distributing questionnaires using a Likert scale of 1-5. Data analysis using the PLS-based SEM method. The results of this study indicate that convenience, information quality, brand image, and transaction security have a positive effect on purchasing decisions. The practical meaning of this research is that purchasing decisions can be improved by increasing convenience, information quality, brand image, and transaction security.

Reference : 105 (1988 – 2022)

Keywords : *Brand Image, Easiness, Marketplace, Price, Promotion, Purchase Decision, Secure Transaction, Quality of Information, Quality of Service*