

ABSTRAK

PENGARUH *PERCEIVED EASE OF USE*, *PERCEIVED USEFULNESS*, *SOCIAL INFLUENCES*, *PRICE PERCEPTION*, DAN *PERCEIVED RISK* TERHADAP *ONLINE PURCHASE INTENTION* PADA *E-COMMERCE JD.ID*

Zefanya Hisqia Gedalia (01015190027)

Penelitian ini bertujuan untuk menguji pengaruh *perceived ease of use*, *perceived usefulness*, *social influences*, *price perception*, dan *perceived risk* terhadap *online purchase intention*. Perkembangan teknologi internet di Indonesia dalam berbagai sektor semakin cepat. Salah satu sektor industri yang mengandalkan teknologi internet sebagai wadah berbisnis adalah *e-commerce*. Indonesia merupakan salah satu negara dengan prosentase pengguna *e-commerce* terbanyak di dunia, namun perkembangan *e-commerce* tidak dapat dilepaskan dari permasalahan yang terjadi. Sebagai salah satu *e-commerce* di Indonesia, JD.ID saat ini sedang mengembangkan layanannya agar semakin diminati oleh konsumen, namun masih banyak permasalahan yang dirasakan oleh konsumen terkait dengan JD.ID, seperti kualitas pelayanan yang belum optimal. Sehingga, dibutuhkan penelitian terkait faktor-faktor yang mempengaruhi *online purchase intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data menggunakan kuesioner elektronik yang disebarakan melalui *Google Forms*. Analisis model pengukuran dan model struktural dalam penelitian ini dilakukan menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi *SmartPLS 3.0*. Responden penelitian ini adalah masyarakat Indonesia yang berusia lebih dari 16 tahun dan pernah menggunakan *e-commerce* JD.ID. Pengujian model pengukuran terdiri dari pengujian validitas dan reliabilitas, sedangkan pengujian model pengukuran terdiri dari pengujian koefisien determinasi, *t*-hitung, signifikansi, serta hubungan antarkonstruk. Hasil dari penelitian ini menunjukkan bahwa variabel *perceived ease of use* berpengaruh terhadap *online purchase intention*, variabel *perceived usefulness* berpengaruh terhadap *online purchase intention*, variabel *social influences* berpengaruh terhadap *online purchase intention*, dan variabel *price perception* berpengaruh terhadap *online purchase intention*. Sedangkan, variabel *perceived risk* tidak berpengaruh terhadap *online purchase intention*.

Kata Kunci: *perceived ease of use*, *perceived usefulness*, *social influences*, *price perception*, *perceived risk*, *online purchase intention*

Referensi: 112 (1990 – 2021)

ABSTRACT

THE EFFECT OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SOCIAL INFLUENCES, PRICE PERCEPTION, AND PERCEIVED RISK ON ONLINE PURCHASE INTENTION ON JD.ID E-COMMERCE

Zefanya Hisqia Gedalia (01015190027)

This study aims to examine the effect of perceived ease of use, perceived usefulness, social influences, price perception, and perceived risk on online purchase intention. The development of internet technology in Indonesia in various sectors is getting faster. One of the industrial sectors that rely on internet technology as a place to do business is e-commerce. Indonesia is one of the countries with the highest percentage of e-commerce users in the world, but the development of e-commerce cannot be separated from the problems that occur. As one of the e-commerce sites in Indonesia, JD.ID is currently developing its services to make it more attractive to consumers, but there are still many problems that are felt by consumers related to JD.ID, such as service quality that is not yet optimal. Thus, research is needed regarding the factors that influence online purchase intention. This study uses a quantitative approach with data collection methods using electronic questionnaires distributed through Google Forms. Analysis of the measurement model and structural model in this study was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 3.0 application. The respondents of this research are Indonesian people who are more than 16 years old and have used JD.ID e-commerce. The measurement model test consists of testing the validity and reliability, while the measurement model testing consists of testing the coefficient of determination, t-count, significance, and the relationship between constructs. The results of this study indicate that the perceived ease of use variable affects online purchase intention, the perceived usefulness variable affects online purchase intention, social influences variable affects online purchase intention, and the price perception variable affects online purchase intention. . Meanwhile, the perceived risk variable has no effect on online purchase intention.

Keywords: *perceived ease of use, perceived usefulness, social influences, price perception, perceived risk, online purchase intention*

Reference: 112 (1990 – 2021)