

ABSTRACT

This study aims to determine the effect of perceived usefulness, perceived ease of use and transaction satisfaction on user behavior on e-commerce. This type of research is classified into causal research.

The population in this study is a member of Tokopedia users. The type of data used is primary data. Data was collected by distributing questionnaires, respondents in this study were Tokopedia members who had used Tokopedia services. The number of questionnaires analyzed were 100 questionnaires. The analysis technique used in this study is multiple linear regression analysis with SPSS 21 program.

Based on the results of this study indicate that: (1) Perceived Usefulness has a significant effect on E-commerce User Behavior; (2) Perceived Ease Of Use has a significant effect on E-commerce User Behavior; (3) Transaction Satisfaction has a significant effect on E-commerce User Behavior.

Keywords: Perceived Usefulness, Perceived Ease Of Use, Transaction satisfaction, E-commerce User Behavior



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *perceived usefulness*, *perceived ease of use* dan kepuasan transaksi terhadap perilaku pengguna pada *e-commerce*. Jenis penelitian ini digolongkan pada penelitian yang bersifat kausal.

Populasi dalam penelitian ini merupakan member pengguna Tokopedia. Jenis data yang digunakan adalah data primer. Data dikumpulkan dengan cara menyebarkan kuesioner, responden dalam penelitian ini adalah member Tokopedia yang telah menggunakan layanan Tokopedia. Jumlah kuesioner yang dianalisis adalah 100 kuesioner. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan program SPSS 21.

Berdasarkan hasil penelitian ini menunjukkan bahwa : (1) *Perceived Usefulness* berpengaruh signifikan terhadap Perilaku Pengguna E-commerce; (2) *Perceived Ease Of Use* berpengaruh signifikan terhadap Perilaku Pengguna E-commerce; (3) Kepuasan Transaksi berpengaruh signifikan terhadap Perilaku Pengguna E-commerce.

Kata Kunci : *Perceived Usefulness*, *Perceived Ease Of Use*, Kepuasan Transaksi, Perilaku Pengguna E-commerce.



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