

## **ABSTRACT**

*This study aims to analyze the effect of perceived ease of use and perceived usefulness on consumer attitudes and the impact on purchase decision at PT Tokopedia in Jabodetabek. Population in this study is the entire PT Tokopedia consumers in Jabodetabek, and the sampling method using purposive sampling. The data in this study were collected through questionnaire using Likert scale from 119 respondents who had transaction at least once in the last three months at PT Tokopedia. Data is processed using Linear Structural Relationship (LISREL) software version 8.8. The result shows that perceived ease of use has negative and insignificant impact on consumer attitudes, perceived usefulness has positive and significant impact on consumer attitudes, perceived ease of use has positive and insignificant impact on purchase decision, perceived usefulness has positive and insignificant impact on purchase decision, and consumer attitudes has positive and significant impact on purchase decision.*

*Keywords: Consumer Attitudes, E-Commerce, Perceived Ease of Use, Perceived Usefulness, Purchase Decision*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh *perceived ease of use* dan *perceived usefulness* terhadap sikap konsumen dan dampaknya terhadap keputusan pembelian pada PT Tokopedia di Jabodetabek. Populasi pada penelitian ini adalah seluruh konsumen PT Tokopedia di Jabodetabek dan metode sampling yang digunakan adalah *purposive sampling*. Data dalam penelitian ini dikumpulkan melalui kuesioner menggunakan skala Likert dengan jumlah sampel 119 responden yang pernah bertransaksi minimal satu kali dalam tiga bulan terakhir pada PT Tokopedia. Data diolah dengan menggunakan software *Linier Structural Relationship (LISREL)* versi 8.8. Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh negatif tetapi tidak signifikan terhadap sikap konsumen, *perceived usefulness* berpengaruh positif dan signifikan terhadap sikap konsumen, *perceived ease of use* berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian, *perceived usefulness* berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian dan sikap konsumen berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: *E-Commerce*, Keputusan Pembelian, *Perceived Ease of Use*, *Perceived Usefulness*, Sikap Konsumen



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