

ABSTRACT

The research aims to identify the influence of Perceived Ease of Use, Electronic Word of Mouth and Price Fairness on Purchase Intention through Tukutu application. The population in this study were consumer who used the Tukutu application in West Jakarta. The analysis of the data used is the statistical analysis in the form of SEM-PLS. The sample used in this study was 238 respondents. The sampling technique using a convenience sampling. By using quantitative descriptive approach. The results of this study showed Perceived Ease of Use has not a significant positive effect on the Purchase Intention. Electronic Word of Mouth have a significant positive effect on the Purchase Intention and Price Fairness has a significant positive effect on the Purchase Intention.

Keyword: Perceived Ease of Use, Electronic Word of Mouth, Price Fairness, Purchase Intention, Tukutu.



ABSTRAK

Penelitian ini bertujuan untuk membahas mengenai apa-apa saja yang dapat memengaruhi minat pembelian melalui aplikasi Tukutu. Variabel independen yang didapatkan dari hasil survei pendahuluan adalah *perceived ease of use*, *electronic word of mouth* dan *price fairness*. Penelitian ini menggunakan teknik analisis data SEM dan pengolahan data menggunakan PLS. Populasi dalam penelitian ini adalah seluruh pengguna aplikasi Tukutu yang tinggal di wilayah Jakarta Barat, dengan jumlah sampel sebanyak 238 responden. Teknik pengambilan sampel menggunakan *convenience sampling* dengan menggunakan pendekatan deskriptif kuantitatif. Hasil penelitian ini menunjukkan bahwa variabel *perceived ease of use* tidak berpengaruh positif secara signifikan terhadap minat pembelian, variabel *electronic word of mouth* berpengaruh positif secara signifikan terhadap minat pembelian, variabel *price fairness* berpengaruh positif secara signifikan terhadap minat pembelian.

Kata kunci : *Perceived Ease of Use*, *Electronic Word of Mouth*, *Price Fairness*, Minat Pembelian, Aplikasi Tukutu.

