

ABSTRAK

Tujuan utama dari penelitian ini adalah untuk mengetahui Pengaruh *Payment Methods*, *Perceived Ease of Use*, dan *Social Influence* Terhadap Minat Beli Produk *Online* (Studi Kasus Pada Sociolla) dengan menggunakan pendekatan deskriptif kuantitatif. Data dalam penelitian diperoleh dari 105 responden yang merupakan konsumen Sociolla di Jakarta. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Analisis data dalam penelitian ini menggunakan metode alternatif dari *structural equation modeling* (SEM) yaitu *partial least square* (PLS) yang melakukan pengolahan uji pengukuran dan uji structural serta hipotesis penelitian. Berdasarkan hasil pengolahan data dan interpretasi data pada masing-masing variabel disimpulkan hasil penelitian: (1) *Payment methods* berpengaruh positif terhadap minat beli, (2) *Perceived ease of use* berpengaruh positif terhadap minat beli, (3) *Social Influence* berpengaruh positif terhadap minat beli.

Kata Kunci : *Payment Methods*, *Perceived Ease of Use*, *Social Influence*, Minat Beli.



ABSTRACT

The main purpose of this study was to determine the effect of Payment Methods, Perceived Ease of Use, and Social Influence on Interest in Buying Online Products (Case Study on Sociolla) using a quantitative descriptive approach. The data in the study were obtained from 105 respondents who are consumers of Sociolla in Jakarta. Methods of data collection using survey methods, with the research instrument is a questionnaire. Data analysis in this study used an alternative method of structural equation modeling (SEM), namely partial least squares (PLS) which carried out the processing of measurement tests and structural tests as well as research hypotheses. Based on the results of data processing and data interpretation on each variable, the results of the study concluded: (1) payment methods has a positive effect on buying interest, (2) perceived ease of use has a positive effect on buying interest, (3) social influence has a positif effect on buying interest.

Keywords: Payment Methods, Perceived Ease of Use, Social Influence, Buying Interest.



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