

ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui bagaimana pengaruh kemudahan, kepercayaan dan iklan terhadap minat beli belanja *online* di Shopee. Data yang digunakan adalah data primer dengan jumlah *sample* 100, dihitung berdasarkan rumus Rao Purba. Metode penarikan *sample* menggunakan *purposive sampling*. Metode pengumpulan data dengan menggunakan kuesioner. Data dianalisis menggunakan *software statistic SPSS (Statistical Package For Social Science)* versi 21, dengan melakukan uji analisis deskriptif, uji kualitas data, uji asumsi klasik, uji kesesuaian model, uji regresi linear berganda dan uji hipotesis untuk menguji semua hubungan antara variabel kemudahan, kepercayaan dan iklan terhadap minat beli. Hasil dari penelitian ini menunjukkan bahwa kemudahan berpengaruh positif signifikan terhadap minat beli belanja online di Shopee, kepercayaan berpengaruh positif signifikan terhadap minat beli belanja *online* di Shopee dan iklan memiliki pengaruh positif signifikan terhadap minat beli belanja *online* di Shopee.

Kata Kunci: Kemudahan, Kepercayaan, Iklan, Minat Beli



ABSTRACT

This research was conducted with the aim to find out how the effect of ease, trust and advertising on online shopping purchase intention in Shopee. The data used are primary data with a sample size of 100 respondents, calculated based on the Rao Purba formula. The sampling method uses purposive sampling. Data collection method using a questionnaire. Data were analyzed using SPSS statistical software (Statistical Package For Social Science) version 21, by conducting a descriptive analysis test, data quality test, classic assumption test, model suitability test, multiple linear regression test and hypothesis testing to test all the relationships between variables of ease, trust and advertising towards purchase intention. The results of this study indicate that ease has a significant positive effect on online shopping purchase intention in Shopee, trust has a significant positive effect on online shopping purchase intention in Shopee and advertising has a significant positive effect on online shopping purchase intention in Shopee.

Keywords: *Ease, Trust, Advertising, Purchase Intention*

