

ABSTRACT

This study aims to examine the effect of perceived ease of use, perceived usefulness, and attitudes on online purchase decisions on JD.ID e-commerce. The primary data in this study were collected through questionnaires online, and the population in this study were active followers of Instagram @jdid who had made online purchases. The analytical method in this study uses SEM (Structural Equation Modeling) with SmartPLS (Partial Least Square) to examine the relationship between the variables perceived ease of use, perceived usefulness, and attitudes towards online purchase decisions in the model. In this study, it was found that the perceived ease of use had a positive and significant effect on online purchase decisions, the perceived usefulness had a positive and significant effect on online purchase decisions and attitudes had a positive and significant influence on online purchase decisions.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Attitude, Purchase Decision, online e-commerce*



ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh persepsi kemudahan, persepsi manfaat, dan sikap terhadap keputusan pembelian secara daring pada *e-commerce* JD.ID. Data primer dalam penelitian ini didapat melalui hasil penyebaran kuesioner secara daring, serta populasi dalam penelitian ini merupakan pengikut aktif sosial media Instagram @jdid yang telah melakukan pembelian secara daring. Metode analisis dalam penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *SmartPLS (Partial Least Square)* untuk menguji hubungan antara variabel persepsi kemudahan, persepsi manfaat, dan sikap terhadap keputusan pembelian secara daring dalam model. Dalam penelitian ini didapatkan hasil bahwa persepsi kemudahan berpengaruh positif dan signifikan terhadap keputusan pembelian secara daring, persepsi manfaat berpengaruh positif dan signifikan terhadap keputusan pembelian daring serta sikap memiliki pengaruh secara positif dan signifikan terhadap keputusan pembelian secara daring.

Kata Kunci: persepsi kemudahan, persepsi manfaat, sikap, keputusan pembelian secara daring

