

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived ease of used*, *perceived usefulness* dan *electronic word of mouth (EWOM)* terhadap minat beli pada Blibli.com. Populasi dalam penelitian ini adalah seluruh pengguna aplikasi blibli.com yang berdomisili di Jakarta. Sampel yang dipergunakan sebanyak 100 responden. Metode pengumpulan data menggunakan metode survey dengan instrumen penelitian berupa kuesioner. Metode analisis data yang digunakan adalah *Partial Least Square – Structural Equation Model (PLS-SEM)* dengan bantuan software SMARTPLS. Hasil penelitian menunjukkan bahwa *perceived ease of used* berpengaruh positif dan signifikan terhadap minat beli. Variabel *perceived usefulness* berpengaruh positif dan signifikan terhadap minat beli. Variabel *electronic word of mouth (e-wom)* berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci: *Perceived Ease of Used, Perceived Usefulness, EWOM, Minat Beli*



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ABSTRACT

This study aims to analyze the effect of perceived ease of use, perceived usefulness and electronic word of mouth (EWOM) on buying interest on blibli.com. The population in this study are all users of the blibli.com application who are domiciled in Jakarta. The sample used is 100 respondents. The method of data collection used a survey method with the research instrument in the form of a questionnaire. The data analysis method used is Partial Least Square – Structural Equation Model (PLS-SEM) with the help of SMARTPLS software. The results showed that perceived ease of use had a positive and significant effect on buying interest. The perceived usefulness variable has a positive and significant effect on buying interest. The variable electronic word of mouth (e-wom) has a positive and significant effect on buying interest.

Keywords: Perceived Ease of Used, Perceived Usefulness, EWOM, Buying Interest



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