

ABSTRAK

Penelitian ini memiliki dua tujuan: untuk menganalisis apakah informasi produk, harga dan kenyamanan terhadap *perceived usefulness* serta dampaknya pada minat beli di usaha *online* zalora.co.id. Kerangka konseptual diuji menggunakan eksperimen lapangan. Sebuah survei kuesioner diadopsi. Sampel terdiri dari 135 mahasiswa Universitas Mercu Buana yang familiar dan pernah berbelanja di Zalora.co.id. Teknik pengambilan sampel dalam penelitian ini yaitu *Convenience sampling*. Untuk menguji validitas, reliabilitas, dan pengujian hipotesis menggunakan aplikasi Structural Equation Modeling (SEM) dengan LISREL 8.70 dan SPSS 20.

Hasil analisis dengan menggunakan metode SEM menunjukan bahwa dari 4 hipotesis yang terdapat dalam penelitian, 3 berpengaruh signifikan. Informasi produk dan kenyamanan memiliki efek positif yang signifikan pada *perceived usefulness*. Sedangkan harga tidak berpengaruh signifikan terhadap *perceived usefulness*. Selain itu, *perceived usefulness* juga memiliki pengaruh yang signifikan terhadap minat beli.

Kata kunci: informasi produk, harga, kenyamanan, *perceived usefulness*, minat beli



ABSTRACT

This study has two objectives: to analyze whether the product information, price and Convenience to perceived usefulness as well as its impact on Purchase Intention in online business zalora.co.id. The conceptual framework is tested using field experiments. A questionnaire survey was adopted. The sample consisted of 135 student of Mercu Buana University who familiar and ever shopped at Zalora.co.id. The sampling technique in this study that judgement sample. To test the validity, reliability and hypothesis testing using the application Structural Equation Modeling with LISREL 8.70 and SPSS 20.

The results of the analysis using SEM method shows that from four hypotheses contained in this study, there studies that have a significant effect. . Product information and the convenience of having a significant positive effect on perceived usefulness. While the prices are not significantly influence the usefulness perceived. In addition, the usefulness perceived also have a significant impact on Purchase Intention.

Keywords: product information, price, Convenience, perceived usefulness, Purchase Intention

