

**THE INFLUENCE OF USER INTERFACE, USER
EXPERIANCE AND DIGITAL MARKETING TOWARD
PURCHASE INTENTION
(STUDY IN SEJASA.COM)**

THESIS



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Do herewith declare that the material contained in my thesis entitled “The Influence of User interface, User Experience and Digital Marketing on Purchase Intention (Study in Sejasa.com)” is original work performed by me and it is under the guidance and advice of my faculty supervisor Dudi Permana, Ph.D. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement I made with real and I am willing to accept any action taken if later proved my promise is not really true.

Thus I convey this statement letter was made with sincerity.

Jakarta, February 18, 2020



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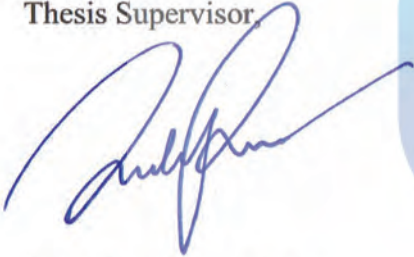
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ABSTRACT

This study aims to analyze the Effect of User Interface, User Experience and Digital Marketing on Purchase Intention (Study at Sejasa.com). The population in this study was 877 users in Senopati, so the percentage of benefits used was 10% and the results of calculations could have been rounded up to 100 users to achieve the suitability of the study. The sampling method uses Convenience Sampling. Data collection methods using survey methods, with the research instrument is a questionnaire. Measurement of variables is done by Likert Scale. The instrument validity testing is done by correlating the scores on each item with the total score of the respondents' answers. Analysis of the data used is statistical analysis in the form of PLS (Partial Least Square). Research shows that the User Interface (UI) has a negative but significant effect on Purchase Intention, User Experience (UX) has a positive and significant effect on Purchase Intention, and Digital marketing has a positive but not significant effect on Purchase Intention.

Keywords : User Interface, User Experience, Digital Marketing, Purchase Intention, Sejasa.com

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Antarmuka Pengguna, Pengalaman Pengguna dan Pemasaran Digital terhadap Niat Beli (Studi di Sejasa.com). Populasi dalam penelitian ini adalah 877 pengguna di Senopati, sehingga persentase tunjangan yang digunakan adalah 10% dan hasil perhitungan dapat telah bulatkan mejadi 100 pengguna untuk mencapai kesesuaian penelitian . Metode penarikan sampel menggunakan Convenience Sampling. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Pengukuran variabel dilakukan dengan Skala Likert. Pengujian Validitas Instrumen dilakukan dengan mengkorelasikan skor pada tiap-tiap butir pernyataan dengan skor total jawaban responden. Analisis data yang digunakan adalah analisis statistik dalam bentuk PLS (*Partial Least Square*). Penelitian membuktikan bahwa *User Interface* (UI) berpengaruh negtif tetapi signifikan terhadap *Purchase Intention*, *User Experience* (UX) berpengaruh positif dan signifikan terhadap *Purchase Intention*, dan *Digital marketing* Berpengaruh positif tetapi tidak signifikan terhadap *Purchase Intention*.

Kata Kunci : Antarmuka Pengguna, Pengalaman Pengguna dan Pemasaran Digital, Niat Beli, Sejasa.com

PREFACE

All praises to Jesus Christ who has given His grace to the author, so writer can finish this research proposal entitled "The Influence of User interface, User Experience and Digital Marketing on Purchase Intention (Study in Sejasa.com)". This research proposal is a requirement for the research methodology course in Management Department Faculty of Economics and Business of Universitas Mercu Buana.

The author realizes as a human being in this research cannot be separated from mistakes and shortcomings due to limited knowledge and experience. The preparation of this research proposal cannot be separated from the guidance, assistance and support from various parties, especially to the best lecturer ever Dudi Permana, Ph.D as a Supervisor of this research proposal who has provided advice, time, guidance, passion, knowledge and advice very useful that has been given to the author. Therefore, the author wants to say praise the Lord who has poured all his grace. The last but not least to all parties I would say thank you for helping me to prepare of this research proposal especially to:

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Jakarta, February 10 2020

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TABLE OF CONTENTS

TITLE PAGE.....	i
STATEMENT OF ORIGINALITY	ii
THESIS VALIDATION SHEET	iii
ABSTRACT	iv
ABSTRACT	iv
PREFACE	vi
TABLE OF CONTENTS	viii
LIST OF TABLE	xi
LIST OF PICTURE	xii
CHAPTER 1	1
INTRODUCTION.....	1
1.1. Research Background	1
1.2. Research Questions.....	9
1.3. Research Purpose.....	9
1.4. Research Contribution	10
CHAPTER 2	11
LITERATURE REVIEW	11
2.1. Theoretical Basis.....	11
2.1.1. Marketing Management.....	11
2.1.2. Digital Marketing	11
2.1.3. Platform	16
2.1.4. Millennials or Gen-Y	17
2.1.5. User Interface (UI).....	18
2.1.6. User Experience (UX)	20
2.1.7. Purchase Intention	22
2.2. Previous research	24
2.3. Conceptual Framework.....	29
2.4. Hypothesis	29
CHAPTER 3	30
RESEARCH METHODOLOGY	30

3.1 Research Time and Place	30
3.2 Research Design.....	30
3.3 Variable Definition and Variable Operationalization	31
3.3.1 Research Variable	31
A. Independent Variable.....	31
B. Dependent Variable	32
3.3.2 Definition and Operational of Variable	32
3.4 Variable Measurement	34
3.5 Research Sample and Population.....	35
A. Population.....	35
B. Sample	35
3.6 Data Collection Technique	37
3.7 Data Analysis Method	37
CHAPTER IV.....	38
RESULTS AND DISCUSSION	38
4.1 Identity of Respondents	38
4.1.1 Gender.....	38
4.1.2 Age	39
4.1.3 Level of Education.....	39
4.1.5 Income of Respondents.....	41
4.2 Subject of Research.....	41
4.3 Descriptive of Respondents answer	42
4.3.1 User Interface.....	42
4.3.2 User Experience	42
4.3.3 Digital Marketing.....	43
4.3.4 Purchase Intention.....	43
4.4 Data Analysis Method Partial Least Square (PLS).....	43
4.4.1 Measurement Evaluation (Outer Model)	44
4.4.2 Structural Model/Hypothesis Test (Inner Model).....	50
4.5 Discussion	53
4.5.1 The Influence of UI on Puchase Intention	53

4.5.2 The Influence of User Experience on Purchase Intention.....	53
4.5.3 The Influence of Digital Marketing on Purchase Intention	54
CHAPTER 5	55
CONCLUSIONS AND RECOMMENDATIONS.....	55
5.1 Conclusion	55
5.2 Recommendations.....	55
REFERENCE	57
ATTACHMENT	61



LIST OF TABLE

Table 1.1	3
Table 1.2.....	4
Table 2.1.....	24
Table 3.1.....	33
Table 3.2.....	34
Table 4.1.....	38
Table 4.2.....	39
Table 4.3.....	39
Table 4.4.....	40
Table 4.5.....	41
Table 4.6.....	42
Table 4.7.....	42
Table 4.8.....	43
Table 4.9.....	43
Table 4.10.....	44
Table 4.11	46
Table 4.12.....	48
Table 4.13.....	48
Table 4.14.....	49
Table 4.15.....	50
Table 4.16.....	51

LIST OF PICTURE

Picture 1.1.....	7
Picture 2.1.....	12
Picture 2.2.....	18
Picture 2.3.....	19
Picture 2.4.....	21
Picture 2.5.....	29
Picture 4.1.....	45
Picture 4.2.....	47
Picture 4.3.....	52

