

## **ABSTRAK**

# **ANALISIS PENGARUH PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN, DAN KEAMANAN TERHADAP KEPUASAN PEMBELIAN DALAM BERTRANSAKSI MENGGUNAKAN *E-COMMERCE*: STUDI PADA PENGGUNA PLATFORM TOKOPEDIA DI JAKARTA**

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Penelitian ini bertujuan untuk menganalisis apakah terdapat pengaruh yang signifikan antara persepsi manfaat (*perceived usefulness*), kemudahan dalam penggunaan (*ease of use*) dan keamanan (*security*) terhadap kepuasan pembelian dari pengguna di situs *e-commerce* Tokopedia.com. Indikator yang digunakan untuk mengukur persepsi manfaat dan kegunaan berdasarkan penelitian Davis (1989) dan indikator untuk mengukur faktor keamanan berdasarkan indikator penelitian Marchany dan Tront (2002). Hipotesis dari penelitian adalah (1) persepsi manfaat berpengaruh positif terhadap kepuasan pembelian dalam bertransaksi *e-commerce* (2) persepsi atas kemudahan berpengaruh positif terhadap kepuasan pembelian dalam bertransaksi *e-commerce* (3) persepsi atas keamanan berpengaruh positif terhadap kepuasan pembelian dalam bertransaksi menggunakan *e-commerce*. Pengambilan sampel menggunakan metode *purposive sampling* dengan dua kriteria, orang yang minimal telah melakukan transaksi minimal sebanyak satu kali di Tokopedia dan berada di wilayah DKI Jakarta, khususnya Jakarta Selatan. Responden penelitian ini berjumlah 115 orang. Pengujian pengaruh variabel berganda menggunakan metode regresi berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara persepsi manfaat, persepsi kemudahan dan persepsi keamanan terhadap kepuasan pembelian dalam bertransaksi *e-commerce*.

*Kata Kunci:* persepsi manfaat, persepsi kemudahan, persepsi keamanan, kepuasan pembelian, *e-commerce*.

## **ABSTRACT**

# **ANALYSIS OF THE EFFECT OF PERCEIVED USEFULNESS, EASE OF USE AND SECURITY TOWARDS PURCHASING SATISFACTION IN TRANSACTION USING E-COMMERCE: STUDY ON THE TOKOPEDIA PLATFORM USER IN JAKARTA**

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*This research aims to analyze This study aims to analyze whether there is a significant influence between perceived usefulness, ease of use and security towards purchasing satisfaction from users on the Tokopedia.com e-commerce site. The indicator used to measure perceived usefulness and ease of use is based on Davis' research (1989) and indicators to measure security factors based on Marchany and Tront research (2002). The research hypothesis is (1) the perceived usefulness has a positive effect on purchasing satisfaction in e-commerce transactions, (2) ease of use has a positive effect on purchasing satisfaction in e-commerce transactions (3) perception of security has a positive effect on purchasing satisfaction in transactions using e-commerce. Sampling uses purposive sampling method with two criteria, people who have at least one transaction at least in Tokopedia and are in the DKI Jakarta area, especially South Jakarta. The respondents of this study were 115 people. Testing the influence of multiple variables using multiple regression methods. The results showed that there was a positive and significant influence between perceived usefulness, ease of use and security of purchasing satisfaction in e-commerce transactions.*

*Key word: perceived usefulness, ease of use security, purchasing satisfaction, e-commerce*