

ABSTRAK

PENGARUH KEMUDAHAN PENGGUNAAN APLIKASI, PENGALAMAN BERBELANJA, KEPERCAYAAN KONSUMEN, DAN PROMOSI TERHADAP MINAT BELI MAHASISWA FKIP UNILA DI SITUS JUAL BELI *ONLINE* SHOPEE

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Penelitian ini dilakukan bertujuan untuk mengetahui apakah kemudahan penggunaan aplikasi, pengalaman berbelanja, kepercayaan konsumen, dan promosi mempunyai pengaruh yang signifikan terhadap minat beli mahasiswa FKIP Unila di situs jual beli *online* shopee. Metode penelitian ini menggunakan metode deskriptif verifikatif dengan pendekatan *ex post facto* dan survey. Sampel penelitian ini adalah mahasiswa FKIP Unila yang berbelanja di situs jual beli *online* shopee sebanyak 93 responden yang di pilih menggunakan teknik nonprobability sampling dengan jenis purposive sampling. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi dan kuisisioner/angket. Data yang terkumpul melalui angket diolah dengan menggunakan program SPSS. Hasil penelitian yang telah diolah menggunakan program SPSS yang menunjukkan bahwa variabel kemudahan penggunaan, pengalaman berbelanja, dan promosi mempunyai pengaruh yang positif dan signifikan terhadap minat beli sedangkan variabel kepercayaan konsumen mempunyai pengaruh yang negatif dan signifikan terhadap minat beli mahasiswa FKIP Unila di situs jual beli *online* shopee baik secara parsial maupun secara simultan.

Kata kunci : kemudahan penggunaan, pengalaman berbelanja, kepercayaan konsumen, promosi, minat beli

ABSTRACT

THE EFFECT OF EASY USE OF APPLICATION, SHOPPING EXPERIENCE, CONSUMER TRUST, AND PROMOTION AGAINST INTERESTS TO BUY STUDENTS OF FKIP UNILA ON SHOPEE ONLINE BUYING SITE

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The purpose of this study was to examine and analyze the impact of the ease of the application usage, shopping experience, consumer trust, and promotion had a significant influence on the buying interest of FKIP Unila students on shopee online buying and selling sites. This research method uses descriptive method verification with ex post facto approaches and surveys. The sample of this study was FKIP Unila students who purchase things at shopee online buying and selling sites with the total number of 93 respondents were selected using nonprobability sampling techniques with a type of purposive sampling. Data collection is done through observation, interviews, documentation, and questionnaires. Data collected through questionnaires were processed using the SPSS program. The research results that have been processed using the SPSS program indicate that the variables of ease of use, shopping experience, and promotion have a positive and significant impact on buying interest while the consumer trust variable has a negative and significant impact on buying interest in Unila FKIP students on online buying and selling sites shopee both partially and simultaneously.

Keywords : ease of use, shopping experience, consumer trust, promotion, buying interest