

## **ABSTRAK**

### **PENGARUH PERSEPSI RESIKO, KEAMANAN, KEMUDAHAN PENGGUNAAN APLIKASI, PROMOSI *FLASH SALE* TERHADAP KEPUASAN KONSUMEN DI SITUS JUAL BELI *ONLINE SHOPEE***

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Penelitian ini bertujuan untuk mengetahui pengaruh persepsi resiko, keamanan, kemudahan penggunaan aplikasi, promosi *flash sale* terhadap kepuasan konsumen di situs jual beli online Shopee studi pada masyarakat lingkungan 1 desa Bukit Kemuning Lampung Utara. Metode dalam penelitian ini menggunakan *deskriptif verifikatif* dengan pendekatan *survey*. Populasi dalam penelitian ini adalah masyarakat lingkungan 1 desa Bukit Kemuning Lampung Utara. Jumlah sampel pada penelitian ini berjumlah 72 konsumen dengan teknik pengambilan sampel menggunakan *Non Probability Sampling* dengan menggunakan metode *purposive sampling*. Pengumpulan data menggunakan kuesioner/angket. Pengujian hipotesis dilakukan dengan uji T dan F serta diolah dengan program SPSS. Hasil analisis menunjukkan bahwa ada pengaruh persepsi resiko, keamanan, kemudahan penggunaan aplikasi, promosi *flash sale* terhadap kepuasan konsumen di situs jual beli online Shopee studi pada masyarakat lingkungan 1 desa Bukit Kemuning Lampung Utara dengan kadar determinasi sebesar 0,559 atau 55,9% kepuasan konsumen dipengaruhi oleh persepsi resiko, keamanan, kemudahan penggunaan aplikasi, promosi *flash sale* sisanya yaitu 44,1% dipengaruhi oleh faktor lain.

**Kata kunci:** Persepsi Resiko, Keamanan, Kemudahan Penggunaan Aplikasi, Promosi *Flash Sale*, Kepuasan Konsumen

## **ABSTRACT**

### **THE INFLUENCE OF RISK PERCEPTION, SECURITY, EASE TO USE APPLICATION, FLASH SALE PROMOTION TO CONSUMERS' SATISFACTION ON THE SHOPEE ONLINE MARKET PLACE**

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The research aims to determine the influence of risk perception, security, ease to use application, and flash sale promotion to consumers' satisfaction on shopee online market place, the study of communities' Sub-village 1 in Bukit Kemuning Village of North Lampung. the research method used a descriptive verification with a survey approach. The populations were communities' Sub-village 1 in Bukit Kemuning of South Lampung. The samples were 72 consumers with non probability sampling technique of purposive sampling type. The data were collected through questionnaire. The hypotheses were tested by t test and f tes which were processed by SPSS program. The results revealed there was influence of risk perception, security, ease to use application, and flash sale promotion to consumers' satisfaction on shopee online market place, the study of communities' Sub-village 1 in Bukit Kemuning Village of North Lampung with determinant rate of 0,559 or 55,9% the consumers' satisfaction was influenced by risk perception, security, ease to use application, and flash sale promotion. On the other hand, the rest of 44,1% was influenced by other factors.

**Kata kunci:** ease to use application, flash sale promotion, risk perception, security, consumers' satisfaction