

ABSTRAK

PENGARUH HARGA, *PERCEIVED EASE OF USE*, DAN *PERCEIVED OF USEFULNESS* TERHADAP KEPUTUSAN PEMBELIAN (Studi pada Pengguna Aplikasi Maxim di Bandar Lampung)

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Perkembangan internet yang semakin pesat sangat membantu masyarakat terutama dalam transportasi *online*. Istilah transportasi *online* makin dikenal luas oleh masyarakat dengan menggunakan teknologi yang berbasis aplikasi. Pada tahun 2018 Maxim Indonesia (PT. Teknologi Perdana Indonesia) telah resmi merilis aplikasi transportasi *online* bernama Maxim di Indonesia. Aplikasi jasa Maxim ini lebih mengutamakan keterjangkauan harga, serta kemudahan aplikasi, dan kegunaan yang didapatkan pengguna. Meskipun menawarkan harga yang murah, kemudahan dan kegunaan aplikasi, masih banyak keluhan dari pengguna aplikasi jasa Maxim tentang harga, kemudahan, dan kegunaannya. Sampai hari ini pengguna aplikasi jasa Maxim telah mencapai 2 Juta pengguna aktif. Penelitian ini bertujuan untuk mengetahui pengaruh harga, *perceived ease of use*, dan *perceived of usefulness* terhadap keputusan pembelian pada pengguna aplikasi jasa Maxim di Bandar Lampung. Metode pengambilan sampel menggunakan *non probability sampling* dengan teknik *purposive sampling*, data diolah dengan SPSS versi 26, dan sampel yang ditentukan sebanyak 150 responden yang aktif dan pernah menggunakan Maxim. Hasil penelitian menunjukkan bahwa harga dan *perceived of usefulness* berpengaruh positif dan signifikan terhadap keputusan pembelian aplikasi jasa Maxim di Bandar Lampung, sedangkan untuk variabel *perceived ease of use* tidak berpengaruh signifikan terhadap keputusan pembelian aplikasi jasa Maxim di Bandar Lampung. Hal ini terjadi karena suatu persepsi kemudahan penggunaan aplikasi diartikan sebagai suatu ukuran di mana seseorang percaya aplikasi tersebut mudah dipahami dan dioperasikan oleh pengguna, namun aplikasi jasa Maxim masih dinilai rendah untuk kemudahan pengoperasiannya.

Kata kunci: Harga, *Perceived Ease of Use*, *Perceived of Usefulness*, Keputusan Pembelian, dan Maxim.

ABSTRACT

THE INFLUENCE OF PRICE, PERCEIVED EASE OF USE, AND PERCEIVED OF USEFULNESS ON PURCHASE DECISION. (Studies On Maxim Application Users In Bandar Lampung)

By

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The rapid development of the internet is very helpful for the community, especially in online transportation. The term online transportation is increasingly widely recognized by the public by using application-based technology. In 2018 Maxim Indonesia (PT. Perdana Technology Indonesia) has officially released an online transportation application called Maxim in Indonesia. This Maxim service application prioritizes affordability, as well as ease of application, and the usability that users get. Even though it offers a low price, the convenience and usability of the application, there are still many complaints from users of the Maxim service application about its price, convenience and usability. To this day, Maxim service application users have reached 2 million active users. This study aims to determine the effect of price, perceived ease of use, and perceived usefulness on purchasing decisions for users of the Maxim service application in Bandar Lampung. The sampling method uses non-probability sampling with a purposive sampling technique, the data is processed with SPSS version 26, and the sample is determined as many as 150 active respondents and have used Maxim. The results of the study show that price and perceived usefulness have a positive and significant effect on the decision to purchase the Maxim service application in Bandar Lampung, while the perceived ease of use does not significantly influence the decision to purchase the Maxim service application in Bandar Lampung. This happens because a perceived ease of use of the application is defined as a measure in which a person believes the application is easy for users to understand and operate, but Maxim's service application is still rated low for its ease of operation.

Kata kunci: *Price, Perceived Ease of Use, Perceived of Usefulness, Purchase Decision, and Maxim.*