**PENGARUH KEMUDAHAN (*PERCEIVED EASE TO USE*), RESIKO (*PERCEIVED***

***RISK*), DAN INOVATIF (*PERCEIVED INNOVATIVENESS*) TERHADAP**

**MINAT PEMBELIAN *ONLINE* SERTA IMPLIKASINYA PADA**

**KEPUTUSAN PEMBELIAN (STUDI KASUS PADA**

***MARKETPLACE* BLANJA.COM)**

**ARTIKEL**

Untuk Memenuhi Salah Satu Syarat Ujian Guna Memperoleh Gelar Magister Manajemen

Pada Program Studi Magister Manajemen Konsentrasi Manajemen Pemasaran

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**BANDUNG**

**2020**

**ABSTRAK**

**PENGARUH KEMUDAHAN (*PERCEIVED EASE TO USE*), RESIKO (*PERCEIVED***

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Pada era global ini perkembangan internet telah mengalami perkembangan yang cukup pesat. Perkembangan internet ini diikuti dengan banyak bermunculan toko *online* dan *web* baik diluar negeri maupun di Indonesia, hal ini dikarenakan internet telah menjadi sebuah kebutuhan di era moderen ini. Dalam dunia bisnis ini merupakan suatu peluang untuk melakukan *Electronic business (E-business)* dan *Electronic commerce (E-commerce)*.

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Kemudahan (*Perceived Ease to Use*), Resiko (*Perceived Risk*) dan Inovatif (*Perceived Innovativeness*) terhadap Minat Pembelian serta implikasinya pada Keputusan Pembelian pada Blanja.com. Teknik pengambilan sampel menggunakan metode *purposive sampling* yang dilakukan secara kebetulan saat peneliti bertemu dengan mahasiswa yang pernah melakukan belanja online di Blanja.com. Populasi dalam penelitian ini adalah mahasiswa/i Pascasarjana Unpas Bandung. Penentuan jumlah sampel menggunakan rumus Slovin sehingga jumlah sampel dalam penelitian ini sebanyak 100 orang.

 Metode yang digunakan dalam penelitian ini adalah metode analisis deskriptif, metode analisis regresi linier berganda, uji hipotesis yang terdiri dari uji signifikan parsial (Uji-t), uji signifikan simultan (Uji-F) dengan taraf signifikan 5%., dan koefisien determinasi (R2)

Pada hasil analisis koefisien determinasi sub struktur 1 didapat nilai *R Square* sebesar sebesar 0.771 berarti 77,1% variabel minat pembelian (Y) dapat dijelaskan oleh variabel kemudahan (*perceived ease to use*) (X1), resiko (*perceived risk*) (X2), dan inovatif (*perceived innovativeness*) (X3). Sedangkan sisanya 22,9% dapat dijelaskan oleh variabel-variabel lain pyang tidak diteliti dalam penelitian ini, dan Pada hasil analisis koefisien determinasi sub struktur 2 didapat nilai *R Square* sebesar sebesar 0.336 berarti 33,6% variabel keputusan pembelian (Y) dapat dijelaskan oleh variabel minat pembelian (Z). Sedangkan sisanya 66,4% dapat dijelaskan oleh variabel-variabel lain yang tidak diteliti dalam penelitian ini.

**Kata Kunci :** Kemudahan (*Perceived Ease to Use*), Resiko (*Perceived Risk*), Inovatif

 (*Perceived Innovativeness*), Minat Pembelian, dan Keputusan Pembelian**.**

***ABSTRACT***

***THE EFFECT OF PERCEIVED EASE TO USE, PERCEIVED RISK, AND PERCEIVED INNOVATIVENESS AGAINST INTEREST IN ONLINE***

***BUYING AND ITS IMPLICATIONS ON PURCHASE DECISION***

***(CASE STUDY ON BLANJA.COM MARKETPLACE)***

*In this global era, the development of the internet has experienced quite rapid development. The development of the internet was followed by many emerging online and web stores both abroad and in Indonesia, this is because the internet has become a necessity in this modern era. In the business world this is an opportunity to conduct Electronic business (E-business) and Electronic commerce (E-commerce).*

*This study aims to determine and analyze the effect of Perceived Ease to Use, Perceived Risk, and Perceived Innovativeness on Interest in Online Buying and its implications on Purchase Decisions on Blanja.com marketplace. The sampling technique used a purposive sampling method which was done by chance when researchers met with students who had done online shopping at Blanja.com. The population in this study were students of Unpas Postgraduate Bandung. Determination of the number of samples using the Slovin formula so that the number of samples in this study were 100 people.*

*The method used in this study is a descriptive analysis method, multiple linear regression method, test hypotheses consisting of partial significant test, simultaneous significant test with significance level of 5%, and coefficient of determination.*

*On the results of the analysis of the coefficient of determination of sub-structure 1, the R Square value of 0.771 means that 77.1% of the purchase interest variable (Y) can be explained by the variable perceived ease to use (X1), perceived risk (X2), and perceived innovativeness (X3) . While the remaining 22.9% can be explained by other variables pyang not examined in this study, and the results of the analysis of the coefficient of sub-structure determination 2 obtained R Square of 0.336 means 33.6% of the purchase decision variable (Y) can be explained by purchase interest variable (Z). While the remaining 66.4% can be explained by other variables not examined in this study.*

***Keywords :*** *Perceived Ease to Use, Perceived Risk, Perceived Innovativeness, Purchase*

 *Interest, Purchase Decision.*

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