

## ABSTRAK

Tingginya lalu lintas kunjungan website Ledeng Motor Bandung belum diikuti interaksi pengguna, ditandai bounce rate tinggi dan durasi sesi singkat yang mengindikasikan rendahnya minat klik. Penelitian ini bertujuan menganalisis pengaruh Usability, Kualitas Informasi, dan Persepsi Keamanan terhadap Minat Klik (*Click-Through Intention*) pengunjung, secara parsial maupun simultan. Kajian pustaka berlandaskan teori manajemen sebagai grand theory, pemasaran dan pemasaran digital sebagai middle theory, serta konsep keempat variabel penelitian sebagai applied theory. Metode yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data primer dikumpulkan melalui kuesioner daring berskala Likert lima tingkat kepada 100 responden yang dipilih dengan teknik purposive sampling, serta observasi langsung terhadap website, sedangkan data sekunder diperoleh melalui studi kepustakaan. Data dianalisis menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil analisis deskriptif menunjukkan bahwa Usability (3,08), Kualitas Informasi (3,27), Persepsi Keamanan (3,30), dan Minat Klik (3,21) seluruhnya berada pada kategori kurang baik. Secara parsial, Usability ( $t = 6,915$ ; kontribusi 33,8%) dan Persepsi Keamanan ( $t = 3,698$ ; kontribusi 28,8%) berpengaruh positif dan signifikan terhadap Minat Klik, sedangkan Kualitas Informasi ( $t = 1,101$ ; kontribusi 7,9%) tidak berpengaruh signifikan. Secara simultan, ketiga variabel berpengaruh positif dan signifikan ( $F = 76,636$ ; sig. 0,000) dengan kontribusi sebesar 70,5%. Kelemahan utama terdapat pada pencegahan kesalahan pengisian formulir dan pembaruan stok produk secara aktual. Dengan demikian, pengelola perlu memprioritaskan peningkatan kemudahan penggunaan, jaminan keamanan data, dan akurasi informasi untuk meningkatkan minat klik pengunjung.

**Kata Kunci:** *Usability, Kualitas Informasi, Persepsi Keamanan, Minat Klik, Pemasaran Digital.*

## **ABSTRACT**

*The high traffic to the Ledeng Motor Bandung website has not been matched by user interaction, as indicated by a high bounce rate and short session duration, suggesting low click-through intention. This study analyzes the effect of Usability, Information Quality, and Perceived Security on visitors' Click-Through Intention, both partially and simultaneously. The literature review is grounded in management theory as the grand theory, marketing and digital marketing as the middle theory, and the concepts of the four research variables as the applied theory. A quantitative method with descriptive and verification approaches was employed. Primary data were collected through an online five-point Likert-scale questionnaire administered to 100 respondents selected by purposive sampling, supplemented by direct website observation, while secondary data were obtained through a literature study. The data were analyzed using multiple linear regression with SPSS. Descriptive results show that Usability (3.08), Information Quality (3.27), Perceived Security (3.30), and Click-Through Intention (3.21) all fall into the poor category. Partially, Usability ( $t = 6.915$ ; contribution 33.8%) and Perceived Security ( $t = 3.698$ ; contribution 28.8%) have a positive and significant effect on Click-Through Intention, whereas Information Quality ( $t = 1.101$ ; contribution 7.9%) is not significant. Simultaneously, the three variables have a positive and significant effect ( $F = 76.636$ ; sig. 0.000), contributing 70.5%. The main weaknesses lie in form-input error prevention and real-time product stock updates. Therefore, management should prioritize improving ease of use, data security assurance, and information accuracy to increase visitors' click-through intention.*

**Keywords:** *Usability, Information Quality, Perceived Security, Click-Through Intention, Digital Marketing*