

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kepercayaan Teknologi, Persepsi Kemudahan, dan Persepsi Manfaat terhadap Minat Klik (*Intention to Click*) konsumen pada platform digital Sentra Rengginang Kota Banjar, baik secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif dengan pengumpulan data melalui kuesioner kepada konsumen Sentra Rengginang Kota Banjar. Analisis data dilakukan melalui uji validitas, uji reliabilitas, analisis deskriptif, transformasi data menggunakan Method of Successive Interval (MSI), analisis regresi linear berganda, uji t, uji F, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa Kepercayaan Teknologi berpengaruh positif dan signifikan terhadap Minat Klik, Persepsi Kemudahan berpengaruh signifikan dengan arah negatif secara parsial, dan Persepsi Manfaat berpengaruh positif dan signifikan terhadap Minat Klik. Secara simultan, ketiga variabel berpengaruh signifikan terhadap Minat Klik. Nilai R Square menunjukkan bahwa variasi Minat Klik dapat dijelaskan oleh ketiga variabel tersebut, sedangkan sisanya dipengaruhi faktor lain diluar penelitian. Temuan penelitian menunjukkan bahwa Kepercayaan Teknologi dan Persepsi Manfaat menjadi faktor positif yang penting dalam mendorong Minat Klik konsumen, sementara arah negatif Persepsi Kemudahan secara parsial menjadi temuan yang perlu dikaji lebih lanjut.

Kata Kunci: Kepercayaan Teknologi, Persepsi Kemudahan, Persepsi Manfaat, Minat Klik, Platform Digital

ABSTRACT

This study aims to examine the influence of Technology Trust, Perceived Ease of Use, and Perceived Usefulness on consumers' Click Intention on the digital platform of Sentra Rengginang Kota Banjar, both partially and simultaneously. This study employed a quantitative method by collecting data through questionnaires from 98 consumers of Sentra Rengginang Kota Banjar. The data were analyzed using validity and reliability tests, descriptive analysis, Method of Successive Interval (MSI) transformation, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results indicate that Technology Trust has a positive and significant effect on Click Intention, Perceived Ease of Use has a significant negative partial effect on Click Intention, and Perceived Usefulness has a positive and significant effect on Click Intention. Simultaneously, Technology Trust, Perceived Ease of Use, and Perceived Usefulness have a significant effect on Click Intention. The R Square indicates that the variation in Click Intention can be explained by the three independent variables, while the remaining is explained by other factors outside the research model. The findings indicate that Technology Trust and Perceived Usefulness are important positive factors in encouraging consumers' Click Intention, while the negative partial effect of Perceived Ease of Use represents a finding that requires further investigation.

Keywords: *Technology Trust, Perceived Ease of Use, Perceived Usefulness, Click Intention, Digital Platform*