

## ABSTRACT

### ***EFFECT OF TRUST, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND DISCOUNT ON INTENTION TO BUY IN E-COMMERCE BUKALAPAK***

*The purpose of this research was to found the influence: (1) effect of trust on intention to buy, (2) effect of perceived usefulness on intention to buy, (3) effect of perceived ease of use on intention to buy, (4) effect of discount on intention to buy. This research is a replication and models development of Technology Acceptance Model (TAM) from previous studies.*

*The type of research used in this study was a survey. The population in this study was millennials generation in Sleman Regency that ever shopping at e-commerce Bukalapak. Purposive sampling was used as a sampling method with the total sample of 156 people. Data was collected through questionnaire which validity and reliability were already verified. The data analysis technique employed in this study to answer the hypothesis was multiple regressions*

*The results of this study shows that: (1) trust had positive effect on intention to buy by  $t$  count= 4.187, with significance value of  $0,000 < 0,05$  and positive value of regression coefficient which was 0,295; (2) perceived usefulness had positive effect on intention to buy by  $t$  count= 3.208, with significance value of  $0,002 < 0,05$  and positive value of regression coefficient which was 0,229; (3) perceived ease of use had no effect on intention to buy by  $t$  count= 0,625, with significance value of  $0,533 > 0,05$ ; (4) discount had positive effect on intention to buy by  $t$  count= 1.840, with significance value of  $0,068 < 0,10$  and positive value of regression coefficient which was 0,166.*

***Keywords: Trust, perceived usefulness, perceived ease to use, discount, intention to buy***

## ABSTRAK

# **PENGARUH KEPERCAYAAN, PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN DAN DISKON TERHADAP MINAT BELI DI *E-COMMERCE* BUKALAPAK**

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh kepercayaan terhadap minat beli. (2) Pengaruh persepsi manfaat terhadap minat beli. (3) Pengaruh persepsi kemudahan penggunaan terhadap minat beli. (4) Pengaruh diskon terhadap minat beli. Penelitian ini merupakan replikasi dan pengembangan model *Technology Acceptance Model* (TAM) dari penelitian sebelumnya.

Jenis penelitian yang digunakan dalam penelitian ini adalah survei. Populasi pada penelitian ini adalah generasi milenial yang berada di Kabupaten Sleman yang pernah berbelanja di *e-commerce* Bukalapak. Teknik pengambilan sampel menggunakan metod purposive sampling dengan jumlah sampel sebanyak 156 orang. Teknik analisis data yang digunakan untuk menjawab hipotesis adalah regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Kepercayaan berpengaruh positif terhadap minat beli, dibuktikan dari nilai t hitung 4.187, signifikansi  $0,000 < 0,0$  dan koefisien regresi mempunyai nilai positif sebesar 0,295; (2) Persepsi manfaat berpengaruh positif terhadap minat beli, dibuktikan dari nilai t hitung 3.208, signifikansi  $0,002 < 0,0$  dan koefisien regresi mempunyai nilai positif sebesar 0,229; (3) Persepsi kemudahan penggunaan tidak berpengaruh terhadap minat beli, signifikansi  $0,533 > 0,05$ ; (4) diskon berpengaruh positif terhadap minat beli, dibuktikan dari nilai t hitung 1.840, signifikansi  $0,068 < 0,10$  dan koefisien regresi mempunyai nilai positif sebesar 0,166

**Kata kunci:** Kepercayaan, persepsi manfaat, persepsi kemudahan penggunaan, diskon, minat beli