

ABSTRAK

Dienur Muhammad Rahadian Fachrulamry (1204310), “**Pengaruh *Perceived Ease Of Use* dan *Perceived Usefulness* terhadap Minat Menggunakan Aplikasi *Mobile Commerce* (Survei pada Pengguna *Website E-Commerce* di Indonesia)**”. Dibawah bimbingan Dr. Puspo Dewi Dirgantari, M.T., M.M. dan Lisnawati, S.Pd., M.M.

Rendahnya minat menggunakan aplikasi *mobile commerce* menjadi masalah di industri *e-commerce* Indonesia. Pengguna *smartphone* yang semakin berkembang dalam melakukan transaksi jual-beli secara *online* tidak sebanding dengan jumlah pengguna aplikasi *mobile commerce* karena sebagian besar pengguna masih menggunakan *website e-commerce* dalam melakukan transaksi jual-beli *online*. Solusi yang dapat dilakukan oleh perusahaan *e-commerce* di Indonesia agar dapat meningkatkan minat menggunakan aplikasi *mobile commerce* pada konsumen dengan meningkatkan *perceived ease of use* dan *perceived usefulness* yang dirasakan oleh konsumen. Penelitian ini bertujuan untuk memperoleh (1) gambaran *perceived ease of use*, (2) gambaran *perceived usefulness*, (3) gambaran minat menggunakan, (4) pengaruh *perceived ease of use* terhadap minat menggunakan, dan (5) pengaruh *perceived usefulness* terhadap minat menggunakan. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan adalah *explanatory survey* dengan teknik *Simple Random Sampling (SRS)* atau sampel acak sederhana dan jumlah sampel sebanyak 400 responden. Teknik analisis data yang digunakan adalah regresi linear berganda dengan alat bantu program SPSS 22.0 *for Windows*. Hasil temuan dalam penelitian ini menunjukkan bahwa gambaran *perceived ease of use* dalam kategori cukup baik, gambaran *perceived usefulness* dalam kategori baik, gambaran minat menggunakan dalam kategori cukup baik, dan minat menggunakan dipengaruhi oleh *perceived ease of use* dan *perceived usefulness*. Berdasarkan hasil penelitian ini, disarankan dalam segi *perceived ease of use* perusahaan dapat meningkatkan persepsi bahwa dengan menggunakan aplikasi *mobile commerce* tidak membutuhkan banyak upaya. Dalam segi *perceived usefulness* disarankan agar perusahaan dapat meningkatkan produktivitas guna meningkatkan minat menggunakan aplikasi *mobile commerce*. Sehingga diharapkan *perceived ease of use* dan *perceived usefulness* perlu diperhatikan lebih lanjut oleh perusahaan di industri *e-commerce* dalam meningkatkan minat menggunakan aplikasi *mobile commerce*.

Kata Kunci: *Mobile Commerce*, *Perceived Ease Of Use*, *Perceived Usefulness*, Minat Menggunakan

ABSTRACT

Dienur Muhammad Rahadian Fachrulamry (1204310), *“The Effect of Perceived Ease Of Use and Perceived Usefulness on Purchase Intention to Use Mobile Commerce Application (Survey in Indonesian Website E-Commerce User)”*. Guidance of Dr. Puspo Dewi Dirgantari, M.T., M.M. and Lisnawati, S.Pd., M.M.

Low interest using mobile commerce applications to be a problem in the e-commerce industry Indonesia. Users of smartphones are growing in doing transactions online is not proportional to the number of users of mobile commerce applications because most users still use e-commerce website in conducting transactions online. Solutions that can be done by e-commerce company in Indonesia in order to purchase intention to use mobile commerce application to consumers by increasing the perceived ease of use and perceived usefulness perceived by consumers. The purpose of research are (1) description about perceived ease of use, (2) description about perceived usefulness, (3) description about purchase intention (4) the effect of perceived ease of use to purchase intention, and (5) the effect of perceived usefulness to purchase intention. This type of research is descriptive and verification. The method used is explanatory survey with Simple Random Sampling (SRS) and the total sample of 400 respondents. Data analysis technique used is multiple linear regression tool SPSS 22.0 for Windows. The outcome of this study indicate that the concept of perceived ease of use is fairly good category, the concept of perceived usefulness is good category, the concept of purchase intention is fairly good category, and the purchase intention is influenced by both perceived ease of use and perceived usefulness. Based on these results, it is suggested in terms of perceived ease of use, companies can increase the perception that the use of mobile commerce applications do not require much effort. In terms of perceived usefulness is suggested that the company can increase productivity in order to increasing purchase intention to use mobile commerce application. So expect the perceived ease of use and perceived usefulness need to be considered further by the company in the e-commerce industry in increasing purchase intention to use mobile commerce application.

Keywords: Mobile Commerce, Perceived Ease of Use, Perceived Usefulness, Purchase Intention