

ABSTRAK

PENGARUH KEPERCAYAAN KONSUMEN, PENGALAMAN BERBELANJA, DAN KEMUDAHAN TRANSAKSI TERHADAP MINAT BELANJA ONLINE DI KALANGAN MAHASISWA PROGRAM STUDI MANAJEMEN UNIVERSITAS SANATA DHARMA YOGYAKARTA

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kepercayaan konsumen, pengalaman berbelanja, dan kemudahan transaksi terhadap minat belanja *online* di kalangan mahasiswa Program Studi Manajemen Universitas Sanata Dharma Yogyakarta. Penelitian ini merupakan penelitian konfirmatori. Penelitian dilaksanakan di kampus Universitas Sanata Dharma Yogyakarta pada bulan Mei 2017. Populasi penelitian adalah mahasiswa Program Studi Manajemen Angkatan 2016 Fakultas Ekonomi, Universitas Sanata Dharma. Jumlah sampel penelitian ini sebanyak 100 responden. Pengambilan sampel dilakukan dengan teknik *convenience sampling*. Data dikumpulkan dengan menggunakan kuesioner. Analisis data dilakukan dengan metode analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa: (1) tidak ada pengaruh kepercayaan konsumen terhadap minat belanja *online*; (2) ada pengaruh pengalaman berbelanja terhadap minat belanja *online*; (3) ada pengaruh kemudahan transaksi terhadap minat belanja *online*; dan (4) ada pengaruh pengalaman berbelanja dan kemudahan transaksi terhadap minat belanja *online* di kalangan mahasiswa Program Studi Manajemen Universitas Sanata Dharma Yogyakarta. Faktor kepercayaan konsumen, pengalaman berbelanja, dan kemudahan transaksi berkontribusi sebesar 48% terhadap minat belanja *online*, sedangkan sisanya 52% ditentukan oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

Kata kunci: kepercayaan konsumen, pengalaman berbelanja, kemudahan transaksi, minat belanja *online*

ABSTRACT**THE IMPACT OF CONSUMERS TRUST, PURCHASE EXPERIENCE,
AND EASE OF USE ON ONLINE PURCHASE INTENTION AMONG
STUDENTS OF MANAGEMENT STUDY PROGRAM SANATA
DHARMA UNIVERSITY IN YOGYAKARTA**

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The purpose of this study was to examine and analyze the impact of consumers trust, purchase experience, and ease of use on online purchase intention among students of Management Study Program, Sanata Dharma University in Yogyakarta. This study was a confirmatory study conducted in Sanata Dharma University on May 2017. Population of this study was students of Management Study Program Year 2016 Faculty of Economics, Sanata Dharma University. The sample consisted of 100 respondents. The sampling technique was convenience sampling. The data collection method was a questionnaire. The data were analysed by multiple linear regression technique.

The result of the study showed that: (1) there was no effect consumers trust on online purchase intention; (2) there was a positive effect of purchase experience on online purchase intention; (3) there was a positive effect of ease of use on online purchase intention; (4) there was influence of purchase experience and ease of use on online purchase intention among students of Management Study Program, Sanata Dharma University in Yogyakarta. Consumers trust, purchase experience, and ease of use contributed 48% to online purchase intention, while the remaining (52%) is influenced by other variabls which are not examined in this study.

Keywords : *consumers trust, purchase experience, ease of use, online purchase intention*