

## ABSTRAK

**PERSEPSI SISWA SEKOLAH MENENGAH ATAS TENTANG KEPERCAYAAN, KUALITAS INFORMASI, DAN KEMUDAHAN PENGGUNAAN *E-COMMERCE SHOPEE* PADA MASA PANDEMI COVID-19**

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Penelitian ini bertujuan untuk mendeskripsikan tingkat kepercayaan siswa terhadap *e-commerce Shopee*, persepsi siswa terhadap kualitas informasi dalam *e-commerce Shopee*, dan persepsi siswa terhadap kemudahan penggunaan *e-commerce Shopee* dalam pembelian secara *online* pada masa pandemi Covid-19.

Penelitian ini merupakan penelitian deskriptif kuantitatif yang dilaksanakan di SMA Negeri di Kabupaten Klaten pada bulan Juni-Juli 2021. Populasi dalam penelitian ini adalah siswa SMA Negeri di Kabupaten Klaten. Sampel dalam penelitian ini berjumlah 388 siswa. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Teknik pengumpulan data yang digunakan yaitu kuesioner *online* melalui *Google Form*. Analisis data yang digunakan yaitu dengan analisis statistik deskriptif.

Hasil analisis data menunjukkan bahwa: (1) sebagian besar siswa SMA Negeri di Kabupaten Klaten percaya terhadap *e-commerce Shopee* untuk digunakan dalam pembelian *online* di masa pandemi Covid-19; (2) sebagian besar siswa SMA Negeri di Kabupaten menyatakan kualitas informasi pada *e-commerce Shopee* lengkap dan akurat; dan (3) sebagian besar siswa SMA Negeri di Kabupaten Klaten mempersepsikan bahwa *e-commerce Shopee* mudah digunakan.

**Kata kunci:** kepercayaan, kualitas informasi, kemudahan penggunaan, dan persepsi, dan *e-commerce Shopee*.

**ABSTRACT*****SENIOR HIGH SCHOOL STUDENT PERCEPTION OF TRUST, QUALITY OF INFORMATION, AND EASE OF USE OF SHOPEE E-COMMERCE DURING THE COVID-19 PANDEMIC***

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*The purpose of this study are to describe the student perception of trust level in Shopee e-commerce, student perception of information quality in Shopee e-commerce, and student perception of ease of use of Shopee e-commerce for online purchase during the Covid-19 pandemic.*

*This research is an explanatory study conducted in Senior High School in Klaten Regency in June-July 2021. The research population were senior high school student in Klaten Regency. The research sample covered 388 students. The research sampling technique was purposive sampling. The data collection technique was an online questionnaire via Google Form. The data analysis technique was a descriptive statistical analysis.*

*The results of data analysis show that; (1) most public Senior High School student in Klaten Regency had high level of trust in Shopee e-commerce for online purchase during the Covid-19 pandemic; (2) most Public Senior High School students in Klaten Regency stated that the information quality in Shopee e-commerce was complete and accurate; and (3) most public Senior High School student in Klaten Regency perceived that Shopee e-commerce was easy to use.*

**Keywords:** *trust, quality of information, ease of use, perception, and Shopee e-commerce.*