

ABSTRAK

PENGARUH DESAIN USER INTERFACE, DESAIN USER EXPERIENCE, DAN PROMOSI PENJUALAN TERHADAP MINAT BELI ULANG PENGGUNA APLIKASI SHOPEE

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Penelitian ini bertujuan untuk mengetahui 1) pengaruh secara simultan desain *user interface*, desain *user experience*, dan promosi penjualan terhadap minat beli ulang pengguna aplikasi Shopee, 2) pengaruh desain *user interface* terhadap minat beli ulang pengguna aplikasi Shopee, 3) pengaruh desain *user experience* terhadap minat beli ulang pengguna aplikasi Shopee, 4) pengaruh promosi penjualan terhadap minat beli ulang pengguna aplikasi Shopee. Populasi dalam penelitian ini adalah pengguna aplikasi Shopee. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Jumlah sampel sebanyak 96 responden. Uji instrumen yang digunakan dalam penelitian ini adalah uji validitas dan uji reliabilitas. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, regresi linear berganda, dan uji hipotesis. Pengolahan data menggunakan *Software SPSS Statistics 28.0*. hasil penelitian menunjukkan bahwa 1) desain *user interface*, desain *user experience*, dan promosi penjualan secara simultan berpengaruh terhadap minat beli ulang pengguna aplikasi Shopee, 2) desain *user interface* berpengaruh terhadap minat beli ulang pengguna aplikasi Shopee, 3) desain *user experience* berpengaruh terhadap minat beli ulang pengguna aplikasi Shopee, 4) promosi penjualan berpengaruh terhadap minat beli ulang pengguna aplikasi Shopee

Kata kunci: Desain *User Interface*, Desain *User Experience*, Promosi Penjualan Minat Beli Ulang

ABSTRACT

THE EFFECT OF USER INTERFACE DESIGN, USER EXPERIENCE DESIGN, AND SALES PROMOTION ON REPURCHASE INTENTION OF SHOPEE APPLICATION USERS

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This study aims to determine 1) the simultaneous effects of user interface design, user experience design, and sales promotions on the repurchase intention of Shopee application users, 2) the effect of user interface design on the repurchase intention of Shopee application users, 3) the effect of user experience design on the repurchase intention of Shopee application users, 4) the effect of sales promotions on the repurchase intention of Shopee application users. The population in this study are Shopee application users. The sampling technique used in this study is purposive sampling. The number of samples are 96 respondents. The test instruments used in this study are validity and reliability tests. The data analysis technique used in this study is descriptive analysis, classical assumption test, multiple linear regression, and hypothesis testing. The data was processed using SPSS Statistics 28.0 Software. The results of the study show that 1) user interface design, user experience design, and sales promotion simultaneously affect the repurchase intention of Shopee application users, 2) user interface design affects the repurchase intention of Shopee application users, 3) user experience design affects the repurchase intention of Shopee application users, 4) sales promotion affects the repurchase intention of Shopee application users.

Keywords: User Interface Design, User Experience Design, Sales Promotion, Repurchase Intention