

***Influence of Trust, Perceived Usefulness, Perceived Ease of Use, and Attitude
on Purchase Intention***

(Case studies in Padang)

Indri Ilma Yuannitha, Rahmiati

Fakultas Ekonomi Universitas Negeri Padang

Jl.Prof.Dr.Hamka Kampus Air Tawar Padang

Email: indriilma@gmail.com

ABSTRACT

The purpose of this research are to analyze : (1) The effect of Trust on Attitude, (2) The effect of Trust on Purchase Intention, (3) The effect of Perceived Usefulness on Attitude, (4) The effect of Perceived Usefulness on Purchase Intention (5) The effect of Perceived Ease of Use on Attitude (6) The effect of Perceived Ease of Use on Purchase Intention and (7) The effect of Attitude on Purchase Intention.

The type of this research is causative research. The population on this research is all of customers in Padang that never purchase in online store. The total sample of this research was 151 people by using questionnaire.. The result of research shows that (1) Trust has significant effect on attitude (2) Trust has significant effect on purchase intention (3) Perceived Usefulness has no significant effect on attitude (4) Perceived Usefulness has significant effect on purchase intention (5) Perceived Ease of Use has significant effect on attitude (6) Perceived Ease of Use has significant effect on purchase intention and (7) Attitude has significant effect on purchase intention.

The conclusion is Trust, Perceived Usefulness and Perceived Ease of Use have significant effect on purchase intention. Trust and Perceived Ease of Use have significant effect on attitude, meanwhile Perceived Usefulness show that there is no significant effect on attitude and attitude have significant effect on purchase intention. For the future research it is better to explore more about variable that can influence purchase intention.

Keyword: Trust, Perceived Usefulness, Perceived Ease of Use, Attitude, Purchase Intention

ABSTRACT

Indri Ilma Yuannitha (2014/14059190) : *Pengaruh Kepercayaan, Persepsi Manfaat, Persepsi Kemudahan Pengguna dan Sikap terhadap Minat Beli pada Online Store (Studi Kasus pada Konsumen di Kota Padang)*

Supervisor : 1. Rahmiati, SE, M.Sc

Tujuan dari penelitian ini adalah untuk menganalisis: (1) Pengaruh kepercayaan terhadap sikap (2) Pengaruh kepercayaan terhadap minat beli (3) Pengaruh persepsi manfaat terhadap sikap (4) Pengaruh persepsi manfaat terhadap minat beli (5) Pengaruh persepsi kemudahan penggunaan terhadap sikap (6) Pengaruh persepsi kemudahan penggunaan terhadap minat beli (7) Pengaruh sikap terhadap minat beli online.

Jenis penelitian ini adalah kuantitatif. Populasi pada penelitian ini adalah masyarakat Kota Padang yang belum pernah melakukan pembelian online. Total sample pada penelitian ini adalah 151. Penelitian ini menunjukkan bahwa (1) Kepercayaan berpengaruh signifikan terhadap sikap (2) Kepercayaan berpengaruh signifikan terhadap minat beli (3) Persepsi manfaat tidak berpengaruh signifikan terhadap sikap (4) Persepsi manfaat berpengaruh signifikan terhadap minat beli (5) Persepsi kemudahan pengguna berpengaruh signifikan terhadap sikap (6) Persepsi kemudahan pengguna berpengaruh signifikan terhadap minat beli (7) Sikap berpengaruh signifikan terhadap minat beli.

Jadi, kepercayaan, persepsi manfaat, persepsi kemudahan pengguna berpengaruh signifikan terhadap minat beli. Kepercayaan dan persepsi kemudahan pengguna berpengaruh signifikan terhadap sikap sedangkan persepsi manfaat tidak berpengaruh signifikan terhadap sikap. Untuk penelitian selanjutnya diharapkan dapat mencari lebih banyak variabel tentang minat beli.

Keyword : Kepercayaan, Persepsi Manfaat, Persepsi Kemudahan Pengguna, Sikap, Minat Beli