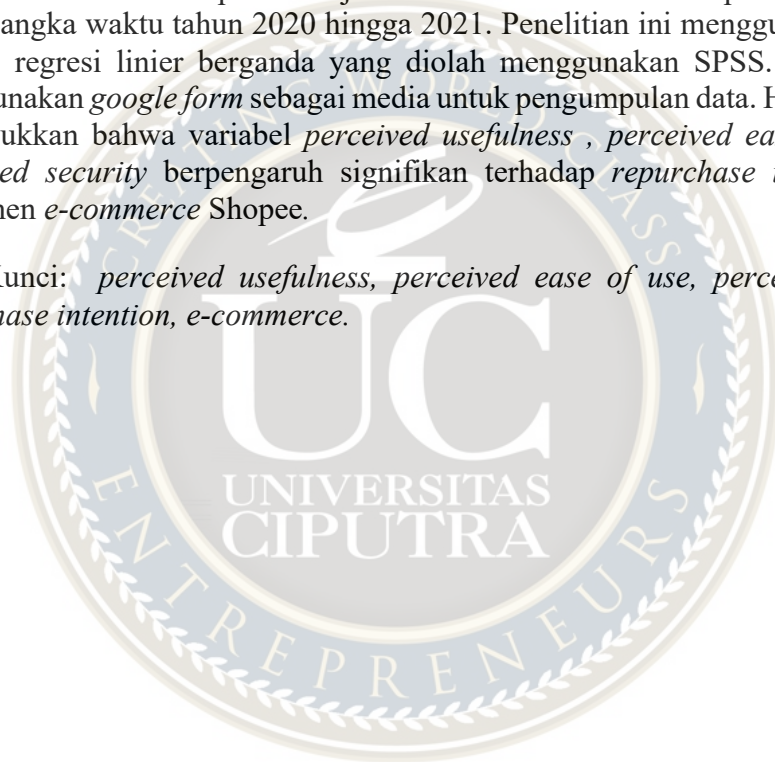


## ABSTRAK

Internet memiliki peranan penting dalam kehidupan sehari-hari, hampir seluruh aktivitas telah terjamah oleh teknologi dan internet. Perkembangan internet yang tidak bisa terbendung membuat hadirnya pasar berbasis digital yang biasa disebut dengan *e-commerce*. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived usefulness*, *perceived ease of use*, dan *perceived security* terhadap *repurchase intention* pada *e-commerce* Shopee. Penelitian ini menggunakan metode kuantitatif dengan populasi yang diambil sebanyak 160 responden. Penentuan jumlah sampel menggunakan Teknik *purposive sampling* dengan kriteria pengguna Shopee yang memiliki rentang usia antara 20 sampai 24 tahun, yang pernah melakukan pembelian melalui *e-commerce* Shopee minimal 5 kali dalam jangka waktu tahun 2020 hingga 2021. Penelitian ini menggunakan metode analisis regresi linier berganda yang diolah menggunakan SPSS. Penelitian ini menggunakan *google form* sebagai media untuk pengumpulan data. Hasil penelitian menunjukkan bahwa variabel *perceived usefulness*, *perceived ease of use*, dan *perceived security* berpengaruh signifikan terhadap *repurchase intention* pada konsumen *e-commerce* Shopee.

Kata Kunci: *perceived usefulness*, *perceived ease of use*, *perceived security*, *repurchase intention*, *e-commerce*.



## ABSTRACT

Internet has important role in dialy life, almost all activities have been achieved by technology and internet. The unstoppable of internet development makes the excistence of digital based market commonly is called as e-commerce. This research is to find out the effect of perceived usefulness, perceived ease of use, and perceived security to watched repurchase intention in e-commerce Shopee. This research uses quantitative method with population that is taken of 160 respondents. The total sample determination uses purposive sampling technique with criteria of Shopee users that have the ages between 20-24 years old, who had ever done shopping to e-commerce Shopee at least 5 times in the period of 2020 to 2021. This research uses multiple linier regression analysis method that is process using SPSS. This research uses google form as media for data collection. The results of this research indicate that perceived usefulness, perceived ease of use, and perceived security variable affect significant on repurchase intention in e-commerce Shopee consumers.

Keywords: perceived usefulness, perceived ease of use, perceived security, repurchase intention, e-commerce.

