ABSTRAK

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Nim   : 190410103
Judul   : Pengaruh *Privacy Security, Website Content, Customer Service* dan *Atmospheric* terhadap *E-Shopping Intention* pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Penelitian ini bertujuan untuk menganalisis Pengaruh *Privacy Security, Website Content, Customer Service* dan *Atmospheric* terhadap *E-Shopping Intention* pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Data untuk penelitian ini dikumpulkan melalui metode survei menggunakan kuesioner sebagai instrumen pengumpulan data. Responden yang digunakan dalam penelitian ini yaitu berjumlah 112 Mahasiswa dari Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linier berganda dengan menggunakan perangkat lunak SPSS (Statistical Package for the Social Sciences). Hasil penelitian menunjukkan bahwa *privacy/security* berpengaruh terhadap *e-shopping intention*, *website content* berpengaruh terhadap *e-shopping intention*, *customer service* berpengaruh terhadap *e-shopping intention*, *atmospheric* berpengaruh terhadap *e-shopping intention* dan secara simultan *privacy/security*, *website content*, *customer service* dan *atmospheric* berpengaruh terhadap e shopping intention

Keyword: *Privacy/security, website content, customer service* dan *atmospheric* berpengaruh terhadap *e shopping intention*

ABSTRACT

Name   : Mirna Zahara
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Title   : *The influence of Privacy Security, Website Content, Customer Service and Atmosphere on E-Shopping Intention among students at the Faculty of Economics and Business, Malikussaleh University*

This research aims to analyze the influence of Privacy Security, Website Content, Customer Service and Atmosphere on E-Shopping Intention among students at the Faculty of Economics and Business, Malikussaleh University. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents used in this research were 112 students from the Faculty of Economics and Business, Malikussaleh University. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that privacy/security influences e-shopping intention, website content influences e-shopping intention, customer service influences e-shopping intention, atmospheric influences e-shopping intention and simultaneously privacy/security, website content, customer service and atmosphere influence e-shopping intention

Keywords: Privacy/security, website content, customer service and atmospheric influence on e-shopping intention