

ABSTRAK

Nama : Nanda Mulia Sari
Program Studi : Manajemen
Judul : Pengaruh Aliran Manfaat, Kesenangan dan Persepsi
Kegunaan Terhadap Minat Beli Konsumen pada *Platform
Shopee*

Penelitian ini bertujuan untuk menganalisis Pengaruh Aliran Manfaat, Kesenangan dan Persepsi Kegunaan Terhadap Minat Beli Konsumen pada *Platform Shopee*. Metode analisis data yang digunakan yaitu analisis regresi linier berganda dengan bantuan SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa Aliran Manfaat berpengaruh signifikan terhadap minat beli konsumen pada platform Shopee Pada Masyarakat di Kota Lhokseumawe, Kesenangan berpengaruh signifikan terhadap minat beli konsumen pada platform Shopee Pada Masyarakat di Kota Lhokseumawe, Persepsi Kegunaan berpengaruh signifikan terhadap minat beli konsumen pada platform Shopee Pada Masyarakat di Kota Lhokseumawe. Berdasarkan hasil penelitian, Shopee disarankan untuk terus meningkatkan manfaat, pengalaman berbelanja yang menyenangkan, serta kemudahan penggunaan platform guna meningkatkan minat beli konsumen.

Kata Kunci : Aliran Manfaat, Kesenangan, Persepsi Kegunaan, Minat Beli Konsumen

ABSTRACT

Name : Nanda Mulia Sari
Study Program : Management
Title : The effect of Utilitarian Value, Hedonic Enjoyment, and Perceived Usefulness on Consumer Purchase Intention on the Shopee platform

This study aims to analyze the effect of Utilitarian Value, Hedonic Enjoyment, and Perceived Usefulness on Consumer Purchase Intention on the Shopee platform. The data analysis method used in this study was multiple linear regression analysis with the assistance of SPSS (Statistical Package for the Social Sciences). The results indicate that Utilitarian Value has a significant effect on consumer purchase intention on the Shopee platform among the people of Lhokseumawe City. Hedonic Enjoyment also has a significant effect on consumer purchase intention on the Shopee platform among the people of Lhokseumawe City. Furthermore, Perceived Usefulness has a significant effect on consumer purchase intention on the Shopee platform among the people of Lhokseumawe City. Based on the findings, Shopee is recommended to continuously enhance the utilitarian benefits, create a more enjoyable shopping experience, and improve the ease of use of its platform to increase consumers' purchase intention.

Keywords: *Utilitarian Value, Hedonic Enjoyment, Perceived Usefulness, Consumer Purchase Intention*