ABSTRAK

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Judul : Pengaruh Dimensi *Perceived Ease Of Use* Terhadap *Intention To Use* Aplikasi *E-Commerce* Shopee

Penelitian ini bertujuan untuk melihat pengaruh dimensi *perceived ease of use* yang terdiri (*enjoyment, customization, mobility, rapidly,* dan *trust*) terhadap *intention to use* aplikasi *e-commerce* Shopee. Penelitian ini menggunakan data primer yang diperoleh dengan cara membagikan kuesioner kepada 154 responden yang dipilih menggunakan metode *purposive sampling*. Metode analisis data yang digunakan adalah metode regresi linear berganda dengan bantuan SPSS versi 22. Dalam menguji validitas data, peneliti menggunakan *confirmatory factor analysis* (CFA) dan untuk menguji hipotesis peneliti menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa *enjoyment* berpengaruh signifikan terhadap *intention to use* aplikasi *e-commerce* Shopee, *customization* berpengaruh signifikan terhadap *intention to use* aplikasi *e-commerce* Shopee, *mobility* berpengaruh tidak signifikan terhadap *intention to use* aplikasi *e-commerce* Shopee, *rapidly* berpengaruh signifikan terhadap *intention to use* aplikasi *e-commerce* Shopee, dan *trust* berpengaruh signifikan terhadap *intention to use* aplikasi *e-commerce* Shopee.

Kata Kunci : *Intention To Use, Enjoyment, Customization, Mobility, Rapidly, Trust.*

ABSTRACT

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This study aims to examine the influence of the perceived ease of use dimensions, which consist of enjoyment, customization, mobility, rapidly, and trust, on the intention to use the Shopee e-commerce application. This research utilizes primary data obtained by distributing questionnaires to 154 respondents selected using purposive sampling method. The data analysis method employed is multiple linear regression with the assistance of SPSS version 22. To test the validity of the data, the researcher used confirmatory factor analysis (CFA) and to test the hypotheses, multiple linear regression analysis was used. The results of this study indicate that enjoyment has a significant effect on intention to use the Shopee e-commerce application, customization has a significant effect on intention to use the Shopee e-commerce application, mobility has an insignificant effect on intention using the e-commerce Shopee application, rapidly has a significant effect on the intention to use the e-commerce Shopee application, and trust has a significant effect on the intention to use the e-commerce Shopee.

Keywords: *Intention To Use, Enjoyment, Customization, Mobility, Rapidly, Trust.*