

THE EFFECT OF SECURITY AND EASE OF THE KlikIndomaret APPLICATION AS A
SALES MEDIA ON ONLINE PURCHASE DECISIONS

Nur Halimah
1712110435

The purpose of this study was to determine the effect of the type and convenience of the KlikIndomaret application as an online sales media on purchase decisions in Bandar Lampung. The research used in this study is quantitative research. The method in this study used multiple linear regression. The variables in this study used variables consisting of security variables (X1), convenience variables (X2), and purchase decisions (Y). The sampling method in this study used Non-Probability Sampling. The sampling technique in this study used the purposive sampling technique with certain criteria determined by the researcher, with a population of 256 customers, in order to obtain 72 respondents.

Based on the SPSS test results, the value of the Security variable (X1) was 0.093, Ease (X2) was 0.674, and the Purchase Decision variable (Y) was 0.200. They are greater than Alpha (0.05) which meant the data was normally distributed. From the results of the t-table test with t-table of 1.99444, the result of the Security t-count was 8.189 and sig 0.029 < 0.05 and Ease of t-count was 22.529 and sig 0.000 < 0.05. Thus it stated that the security and convenience of the KlikIndomaret application as an online sales medium had a significant effect on purchase decisions in Bandar Lampung. Meanwhile, the F test was obtained the calculated F value of 257.453. When compared with the F table value of 3.130, then $F_{\text{arithmetical}} > F_{\text{table}}$ together. Security and Ease of KlikIndomaret Application as an online sales media had a significant effect on purchase decisions in Bandar Lampung. The results of multiple linear regression analysis showed that the coefficient of determination (R Square) was 0.882 or 88.20%. It meant that the Purchase Decision (Y) was explained by the Security and Ease variables (X1, X2) of 88.20%, and the remaining 11.80% was explained by other variables that were not proposed in this study.

Keywords: Security, Ease, Purchase Decision

