ABSTRACT

ANALYSIS OF EFFECT VARIABLE E-COMMERCE (INTERFACE, NAVIGATION, CONTENT, RELIABILITY, TECHNICAL) ON THE PURCHASE DECISION OF WOMEN'S CLOTHING ON THE SHOPEE APPLICATION

Oleh
Titin Marduani
1712110355

The purpose of this study was to analyze the effect of interface variables, navigation, content, reliability, and technical on the online purchasing decision for women's clothing in Shopee. Shopee one of the marketplace sites in Indonesia is the most visited by segmentation of female users the more. Purchase transactions through the marketplace or online of course also have risks. The website is one of the intermediary tools that are very important in marketing online purchase decisions. Therefore, marketers prevent risk by increasing website quality and evaluating website network sites; interfaces, navigation, content, reliability, and technical. This study used a quantitative technique, with the multiple linear regression data analysis methods through distributing questionnaires as the research instrument using a scale Likert. The result of the t-test in the study showed that there were effects of interface, navigation, content, and reliability variables on the online purchase decision on women's clothing at Shopee, while the technical variable had no effect on the online purchase decision. Consequently, it was concluded that the marketplace was able to improve the quality of services technically, and navigation function, as well as to keep the features simple.

Keywords: Interface, navigation, content, reliability, technical, online purchase decisions

ABSTRAK

Analisis Pengaruh Variabel (*E-commerce interface, navigation, content,*
reliability, technical **) Terhadap Keputusan Pembelian** *Online*
Pada Pakaian Wanita Di Shopee

Oleh

Titin Marduani
1712110355

Penelitian ini bertujuan untuk menganalisis pengaruh *variable interface, navigation, content, reliability, dan technical* pada keputusan pembelian *online* pakaian wanita di shopee. Shopee menjadi salah satu situs *marketplace* di indonesia yang paling banyak dikunjungi dengan segmentasi pengguna wanita yang lebih banyak. transaksi pembelian melalui *marketplace* atau secara *online* tentunya juga memiliki risiko. *Website* menjadi salah satu alat perantara yang sangat penting dalam pemasaran pada keputusan pembelian secara *online* maka dari itu, pemasar mencegah terjadinya risiko dengan cara meningkatkan kualitas *website* dan mengevaluasi situs jaringan *website; interface, navigation, content, reliability, technical*. Penelitian ini menggunakan teknik kuantitatif, dengan metode analisis data regresi linier berganda. dengan menyebar data kuisioner sebagai instrument penelitian menggunakan skala likert. Berdasarkan hasil penelitian menggunakan uji t bahwa terdapat pengaruh antara v*ariabel interface, navigation, content, reliability* terhadap keputusan pembelian *online* pada pakaian wanita di shopee sedangkan *variable technical* tidak menunjukan pengaruh. Dengan ini maka disimpulkan agar *marketplace* dapat meningkatkan kualitas pelayanan secara teknis, fungsi navigasi, serta mempertahankan tampilan untuk disederhanakan.

Kata kunci: *interface ,navigation, content, reliability,   technical*   keputusan pembelian *online*

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