

## **ABSTRAK**

Situs Jejaring Sosial adalah salah satu bisnis e-commerce terbesar diseluruh dunia. Salah satu solusi dari berbelanja online untuk memenuhi kebutuhan sehari-hari.

salah satu faktor yang menyebabkan minat beli online adalah sikap, kualitas pelayanan dan harga. Sikap konsumen dalam belanja online dinyatakan sudah baik serta Kualitas pelayanan yang diberikan situs jejaring sosial sudah baik dan Harga yang ditetapkan pun terjangkau. Namun, konsumen merasa belum puas situs jejaring sosial. Penelitian ini bertujuan untuk mengetahui analisis pengaruh sikap, kualitas pelayanan dan harga terhadap minat beli online pada situs jejaring sosial era generasi milenial.

Metode penelitian yang digunakan yaitu metode deskriptif-verifikatif. Pengolahan data dilakukan dengan menggunakan regresi linear berganda, analisis koefisien determinasi dan pengujian hipotesis. Penelitian ini dilakukan pada mahasiswa aktif Universitas Widyatama angkatan 2016-2020. Hasil penelitian didapat bahwa sikap secara parsial berpengaruh terhadap minat beli online, kualitas pelayanan secara parsial berpengaruh terhadap minat beli online, Harga secara parsial berpengaruh terhadap minat beli online, Sikap, Kualitas Pelayanan dan Harga secara simultan berpengaruh terhadap minat beli online.

Kata Kunci: Sikap, Kualitas Pelayanan, Harga dan Minat Beli *Online*

## **ABSTRACT**

*Social Networking Sites are one of the largest e-commerce businesses worldwide. One of the solutions from online shopping to meet daily needs.*

*one of the factors that cause interest in buying online is attitude, quality of service and price. The*

*attitude of consumers in online shopping is stated to be good and the quality of service provided by social networking sites is good and the price set is affordable. However, consumers are not satisfied with social networking sites. This study aims to determine the analysis of the influence of attitude, service quality and price on online buying interest on social networking sites in the millennial era.*

*The research method used is descriptive-verification method. Data processing was performed using multiple linear regression, analysis of the coefficient of determination and hypothesis testing. This research was conducted on active students of Widyatama University, class 20162020. The results showed that attitude partially affects online buying interest, service quality partially influences online buying interest, price partially affects online buying interest, attitude, service quality and price simultaneously affects online buying interest.*

*Keywords: Attitude, Service Quality, Price and Buying Interest Online*