

ABSTRAK

Penelitian ini dilakukan untuk mengetahui faktor apa saja yang memiliki pengaruh terhadap niat beli *online* di kalangan mahasiswa dalam dunia *ecommerce*. Mahasiswa merupakan pangsa pasar yang sangat menarik bagi perusahaan dan pengusaha yang bergerak dalam bidang *ecommerce*.

Berdasarkan penelitian terdahulu, faktor *Perceived Usefulness*, *Perceived Ease of Use* dan *Perceived Enjoyment* memiliki pengaruh terhadap niat beli *online* mahasiswa. Penelitian dilakukan kepada 203 responden yang merupakan mahasiswa Universitas Widyatama.

Penelitian dilakukan dengan menggunakan metode regresi linear berganda. Hasil penelitian menunjukkan bahwa *Perceived Usefulness* memiliki pengaruh sebesar 19.1%, *Perceived Ease of Use* memiliki pengaruh sebesar 27,9% dan *Perceived Enjoyment* memiliki pengaruh sebesar 43.3% terhadap Niat Beli Online dari responden yang terlibat dalam penelitian ini.

Keywords : *perceived usefulness, perceived enjoyment, perceived ease of use, niat beli online, TAM model*

ABSTRACT

This research is conducted to know what factors have an effect on the intention to buy online among undergraduate students in ecommerce. Students are a very attractive market share for companies and entrepreneurs engaged in ecommerce.

Based on previous research, Perceived Usefulness factor, Perceived Ease of Use and Perceived Enjoyment have an influence on student's online buying intention. The study was conducted to 203 respondents who are undergraduated students of Widyatama University.

The research was conducted by using multiple linear regression method. The result of research shows that Perceived Usefulness has influence of 19.1%, Perceived Ease of Use has influence of 27,9% and Perceived Enjoyment has influence 43.3% to Online Buying intention from respondent involved in this research.

Keywords: perceived usefulness, perceived enjoyment, perceived ease of use, online purchase intention, TAM model