

***THE INFLUENCE OF PERCEIVED EASE OF USE, CONSUMER TRUST,
PROMOTION AND RISK ON PURCHASING DECISIONS USING SHOPEE
PAYLATER PAYMENTS***

ABSTRACT

The purpose of this study was analyze the effect of Perceived Ease of Use, Consumers Trust, Promotion, and Risk on Purchasing Decisions Using the Shopee PayLater Payment Method in Depok City.

The analysis method in this study uses quantitative primary data, the test stages carried out are: Instrument Test, Classical Assumption Test, Coefficient of Determination, T test and F test. The data collection technique uses a questionnaire that has been valid and reliable as many as 150 respondents. Thes sampling method in this study was non probability sampling with purposive sampling technique. The test tool used is SPSS.

Based on the results of this study, it shows that Perceived Ease of Use (X1), Consumer Trust (X2), Promotion (X3), and Risk (X4) have a significant effect on Purchasing Decisions (Y) using the Shopee PayLater payment method in Depok City. In the simultaneous test, it is known that the independent variables simultaneously have a significant effect on purchasing decisions using the Shopee PayLater payment method. The coefficient of determination is 86.9%, while the remaining 13,1% is influenced by other variables.

Keywords: Peceived Ease of Use, Consumer Trust, Promotion, Risk, Purchase Decision, Shopee PayLater

*(xiv + 87 + Attachments)
Bibliography (1989 - 2023)*