

ABSTRAK

NELA KRISMA - Pengaruh Penerapan *E-Commerce* dan Kualitas Informasi Terhadap Keputusan Pembelian Produk Melalui Kemudahan Jual Beli *Online* Tokopedia Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul, (dibimbing oleh Jatmiko).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *e-commerce*, kualitas informasi dan kemudahan terhadap keputusan pembelian di situs jual beli *online* Tokopedia. Teknik analisis data menggunakan Analisis Jalur/*Path Analysis*. Sampel yang di ambil sebanyak 150 responden yakni seluruh Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Penentuan sampel dengan *non probability sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) *e-commerce* berpengaruh positif dan signifikan terhadap keputusan pembelian (b) kualitas informasi berpengaruh positif dan signifikan terhadap keputusan pembelian (c) kemudahan berpengaruh positif dan signifikan terhadap keputusan pembelian (d) *e-commerce*, kualitas informasi dan kemudahan berpengaruh positif dan signifikan secara bersama-sama terhadap keputusan pembelian (e) kualitas informasi merupakan variabel dominan yang berpengaruh terhadap keputusan pembelian di situs jual beli *online* Tokopedia.

Kata Kunci: *E-Commerce*, Kualitas Informasi, Kemudahan dan Keputusan Pembelian

ABSTRACT

NELA KRISMA - The Effect of E-Commerce Implementation and Quality of Information on Purchasing Decision of Products Through Buying Tokopedia Online Ease Case Study at Student of Faculty Economics and Business of Esa Unggul University, (supervisor by Jatmiko).

This study is to determine how much influence e-commerce, information quality and ease of purchase decisions on Tokopedia online buying site. Data analysis technique using Path Analysis. Samples are taken as many as 150 respondents ie all students of the Faculty of Economics and Business Esa Unggul University. Determination of sample with non probability sampling.

Based on the result of the research, it can be concluded that (a) e-commerce has positive and significant effect on purchasing decision (b) quality of information have positive and significant effect on purchasing decision (c) ease of purchase has positive and significant effect on purchasing decision (d) e-commerce, information and ease of purchase together to purchase decision (e) Information quality is dominant variable that influence to purchasing decision at Tokopedia online selling site.

Keywords: E-Commerce, Information Quality, Ease and Purchase Decision