

**KORELASI ANTARA VARIABEL PRODUK, HARGA, EFISIENSI, DAN
TRUST TERHADAP *PURCHASE INTENTION* PADA *E-COMMERCE***

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ABSTRAK

Hasil dari penelitian ini diharapkan dapat menjadi landasan dalam mengembangkan suatu layanan *e-commerce* agar dapat terimplementasi dengan optimal dan menarik minat konsumen untuk melakukan transaksi ditinjau dari aspek produk, harga, efisiensi, *trust* dan *purchase intention*. Jenis penelitian yang digunakan adalah penelitian deskriptif kuantitatif dengan menggunakan metode survey. Subjek penelitian ini adalah dosen, pegawai, mahasiswa di lingkungan Universitas Pendidikan Ganesha. Pengumpulan data yang digunakan yaitu kuesioner yang disebarakan secara *online*. Pengolahan data menggunakan statistik deskriptif yang dipresentasikan dalam presentase masing-masing variabel. Dari 157 orang responden yang digunakan dalam penelitian ini diperoleh hasil bahwa ditinjau dari aspek produk sebesar 75% responden mengatakan bahwa produk berpengaruh terhadap *purchase intention* pada *e-commerce*, dari aspek harga 76%, dari aspek efisiensi sebesar 77%, dari aspek *trust* sebesar 88%, sedangkan dari aspek *purchase intention* sebesar 54%. Dengan menggunakan *statistic inferensial* diperoleh korelasi antara variabel bebas dengan variabel terikat sebagai berikut : (1) terdapat hubungan rendah antara produk dan *purchase intention* yaitu sebesar 0,3126 (2) terdapat hubungan rendah antara harga dan *purchase intention* yaitu sebesar 0,3909 (3) terdapat hubungan sedang antara efisiensi dan *purchase intention* yaitu sebesar 0,4067 dan (4) terdapat hubungan kuat antara *trust* dan *purchase intention* yaitu sebesar 0,6938.

Kata kunci: *E-commerce, Puchase Intention, Statistik Inferensial*

CORRELATION BETWEEN PRODUCT VARIABLES, PRICE, EFFICIENCY, AND *TRUST* TO *PURCHASE INTENTION* ON *E-COMMERCE*

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1 ABSTRACT

The results of this study are expected to be the basis for developing an *e-commerce service* so that it can be implemented optimally and attract consumers to make transactions in terms of product, price, efficiency, aspects *trust* and *purchase intention*. This type of research is a quantitative descriptive study using a survey method. The subjects of this research are lecturers, staff, and students at the Ganesha University of Education. The data collection used is a questionnaire that is distributed *online*. Data processing uses descriptive statistics which are presented in a percentage of each variable. Of the 157 respondents used in this study, the results showed that in terms of product aspects, 75% of respondents said that products had an effect on *purchase intention* in *e-commerce*, from the price aspect 76%, from the efficiency aspect of 77%, from the aspect of *trust* of 88%, while from the aspect *purchase intention* of 54%. By using *inferential statistics*, the correlation between the independent variables and the dependent variable is obtained as follows: (1) there is a low relationship between product and *purchase intention*, which is 0.3126 (2) there is a low relationship between price and *purchase intention*, which is 0.3909 (3) there is a moderate relationship between efficiency and *purchase intention*, which is 0.4067 and (4) there is a strong relationship between *trust* and *purchase intention*, which is 0.6938.

Keywords: *E-commerce, Purchase Intention, Inferential Statistics.*