

Pengaruh Aspek Iklan E-Commerce, Perceived Platform's Ease Of Use, dan Perceived Risk terhadap Niat Pembelian Konsumen = The Impact of E-Commerce Advertising Aspects, Perceived Platform's Ease of Use, and Perceived Risk on Consumer Purchase Intention

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Abstrak

Tesis ini membahas pengaruh aspek-aspek iklan display dan pencarian kata kunci pada e-commerce Shopee Indonesia dan Tokopedia terhadap intention to purchase (niat pembelian konsumen). Penelitian menggunakan pendekatan kuantitatif dengan konsep-konsep Theory of Reasoned Action (TRA) dan Theory of Planned Behavior (TPB). Dari 595 responden penelitian yang diuji dengan analisis jalur menyiratkan adanya pengaruh perceived informativeness, perceived entertainment, dan perceived credibility terhadap perceived ad value. Perceived ad value, perceived entertainment, perceived credibility, dan perceived interactivity secara bersama-sama berpengaruh positif terhadap attitude towards ads. Di sisi lain, attitude towards ads, perceived ease of use, dan subjective norms memiliki pengaruh positif terhadap intention to purchase.

.....This thesis examines the impact of display and search advertising aspects on the e-commerce platforms of Shopee Indonesia and Tokopedia on consumers' intention to purchase. The research employs a quantitative approach based on the concepts of the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB). Among the 595 research respondents analyzed through path analysis, the results suggest that perceived informativeness, perceived entertainment, and perceived credibility influence perceived ad value. Collectively, perceived ad value, perceived entertainment, perceived credibility, and perceived interactivity positively impact the attitude towards ads. Conversely, attitude towards ads, perceived ease of use, and subjective norms positively influence the intention to purchase.