

ABSTRACT

Currently, the development of the era of globalization in Indonesia is experiencing very rapid development of the internet and technology. Technology is increasingly developing and sophisticated, all activities are increasingly made easier using technology and the internet, especially in the business field, which is currently busy with electronic commerce, namely e-commerce. With the development of increasingly advanced technology, many e-commerce are present that make it easier for people to fulfill their daily needs, many e-commerce are increasingly competing to attract people. One of the largest e-commerce sites in Indonesia, namely Shopee, Shopee must pay attention to and maintain aspects that are factors of purchase intention to attract consumers such as ease of use, perceived benefits and increase consumer confidence to use Shopee.

This study aims to test and prove that ease of use, perceived benefits and trust have an effect on purchase intention. Collecting data from this study involved 126 respondents with criteria aged 17 years-28 years. The data obtained will then be analyzed using the Structural Equation Model (SEM) with the SmartPLS version 3 of the program.

Based on this study, it was found that ease of use had a positive but not significant effect on purchase intention. In addition, the perception of benefits has a positive and significant effect on purchase intentions and trust has a positive and significant effect on purchase intentions.

Keywords: Ease of Use, Perceived Benefits, Trust, Purchase Intention