

THE EFFECT OF PRODUCT KNOWLEDGE, SOCIAL INFLUENCE, AND PERCEIVED EASE OF USE ON PURCHASING DECISIONS AT THE SHOPEE GRANDEOZ SURABAYA MARKETPLACE

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Abstract

The dependent variable in this study is the purchase decision, and the independent variables are product knowledge, social influence, and perceived ease of use. The demographic used in this study consisted of Grandeoz Surabaya Marketplace consumers. Ferdinand's estimations indicate that 112 respondents made up the study's sample. Purposive Sampling using the Non Probability Sampling approach is the sampling technique employed. Results of questionnaires given out to respondents that used a Likert scale are used to obtain data or information. The research analysis's findings demonstrate that product knowledge has no substantial impact on purchasing decisions, but that social influence and perceived ease of use do. The F-test demonstrates that perceptions of ease of use, social influence, and product knowledge all have an impact on consumers' purchase decisions at Shopee Grandeoz Surabaya, Product Knowledge, Social Influence, and Perceived Ease of Use all influence purchase decisions simultaneously.

Keywords : *Product Knowledge, Social Influence, Perceived Ease of Use, Purchase Decision*

PENGARUH PRODUCT KNOWLEDGE, SOCIAL INFLUENCE, DAN PERSEPSI KEMUDAHAN PENGGUNAAN TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE GRANDEOZ SURABAYA

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Abstrak

Penelitian ini menggunakan *Product Knowledge*, *Social Influence*, Dan Persepsi Kemudahan Penggunaan sebagai variabel bebas dan Keputusan Pembelian sebagai Variabel terikat. Dalam penelitian ini populasi yang digunakan yakni pengguna *Marketplace* dari Grandeoz Surabaya. Sampel dalam penelitian ini berjumlah 112 responden menggunakan perhitungan Ferdinand. Metode pengambilan sampel yang dipakai yakni *Purposive Sampling* melalui metode *Non Probability Sampling*. Data atau informasi diterima dari hasil kuesioner yang tersebar ke seluruh responden yang terpilih dengan memakai skala likert. Hasil analisis penelitian membuktikan bahwa *Product Knowledge* tidak memiliki pengaruh relevan terhadap Keputusan Pembelian, Namun *Social Influence* dan Presepsi Kemudahan Penggunaan berpengaruh signifikan terhadap Keputusan Pembelian. Pada uji-F membuktikan bahwa *Product Knowledge*, *Sosial Influence*, dan Presepsi Kemudahan Penggunaan berpengaruh simultan terhadap Keputusan Pembelian pada Shopee Grandeoz Surabaya.

Kata Kunci : *Product Knowledge*, *Social Influence*, Persepsi Kemudahan Penggunaan, Keputusan Pembelian