

ABSTRAK

Dita Cahyaningrum, 1950210058, PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* DAN *SERVICE QUALITY E-COMMERCE* TERHADAP *CUSTOMER SATISFACTION* UNTUK MENINGKATKAN *PURCHASE INTENTION* PADA *E-COMMERCE* (Studi Pengguna *E-Commerce* di Kabupaten Kudus).

Penelitian ini bertujuan untuk mengetahui pengaruh *technology acceptance model perceived usefulness*, *perceived ease of use* dan *service quality website design*, *responsiveness* dan *reliability* terhadap *customer satisfaction* serta pengaruh *customer satisfaction* terhadap *purchase intention* pada *e-commerce*. Penelitian ini dilakukan pada masyarakat Kabupaten Kudus yang sudah pernah menggunakan *e-commerce*. Responden penelitian ini berjumlah 150 responden. Metode penarikan sampel pada penelitian ini menggunakan *probability sampling* dengan teknik *simple random sampling*. Dan teknik analisis data menggunakan *Structural Equation Modelling (SEM) for windows 24.0*. Hasil penelitian menunjukkan bahwa *perceived usefulness*, *website design*, *responsiveness* dan *reliability* berpengaruh terhadap *customer satisfaction*. *Reliability* tidak berpengaruh terhadap *customer satisfaction* dan *customer satisfaction* berpengaruh terhadap *purchase intention*.

Kata Kunci: *Technology Acceptance Model, Service Quality, Customer Satisfaction, Purchase Intention*

ABSTRACT

Dita Cahyaningrum, 1950210058, *THE EFFECT OF TECHNOLOGY ACCEPTANCE MODEL AND E-COMMERCE SERVICE QUALITY ON CUSTOMER SATISFACTION TO INCREASE PURCHASE INTENTION IN E-COMMERCE (Study of E-Commerce Users in Kudus Regency).*

This study aims to determine the effect of technology acceptance model on perceived usefulness, perceived ease of use and service quality website design, responsiveness and reliability on customer satisfaction and the effect of customer satisfaction on purchase intention in e-commerce. This research was conducted on the people of Kudus Regency who had used e-commerce. Respondents of this study amounted to 150 respondents. The sampling method in this study uses probability sampling with simple random sampling technique. And data analysis techniques using Structural Equation Modeling (SEM) for windows 24.0. The results of the study show that perceived usefulness, website design, responsiveness and reliability have an effect on customer satisfaction. Reliability has no effect on customer satisfaction and customer satisfaction has an effect on purchase intention.

Keywords: *Technology Acceptance Model, Service Quality, Customer Satisfaction, Purchase Intention.*

