

ABSTRAK

PENGARUH *USER INTERFACE*, *CUSTOMER EXPERIENCE*, DAN PROMOSI TERHADAP MINAT BELI KONSUMEN DI TOKOPEDIA

(Studi pada mahasiswa Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *user interface*, *customer experience*, dan promosi terhadap minat beli di Tokopedia, 2) pengaruh *user interface* secara parsial terhadap minat beli konsumen di Tokopedia, 3) pengaruh *customer experience* secara parsial terhadap minat beli konsumen di Tokopedia, dan 4) pengaruh promosi secara parsial terhadap minat beli konsumen di Tokopedia. Populasi pada penelitian ini adalah mahasiswa aktif Universitas Sanata Dharma yang pernah mengunjungi Tokopedia. Teknik dalam pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Sampel pada penelitian ini adalah 96 responden yang telah mengunjungi Tokopedia minimal 1 kali, dengan pengumpulan data menggunakan kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif, uji asumsi klasik, dan regresi linier berganda dengan menggunakan aplikasi IBM SPSS 26. Hasil pada penelitian ini menunjukkan bahwa *user interface*, *customer experience*, dan promosi secara silmultan berpengaruh terhadap minat beli konsumen di Tokopedia, *user interface* secara parsial tidak berpengaruh terhadap minat beli konsumen di Tokopedia, *customer experience* secara parsial berpengaruh terhadap minat konsumen beli di Tokopedia, dan promosi secara parsial berpengaruh terhadap minat beli konsumen di Tokopedia.

Kata Kunci: *User Interface*, *Customer Experience*, Promosi, dan Minat Beli

ABSTRACT

**THE INFLUENCE OF USER INTERFACE, CUSTOMER EXPERIENCE,
AND PROMOTION OF PURCHASE INTENTION AT TOKOPEDIA'S
CONSUMERS**

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This research aims are to find out about: 1) the influence in simultaneous of user interface, customer experience, and promotion of purchase intention at Tokopedia's consumers, 2) the influence of user interface in partial way of purchase intention at Tokopedia's Consumers, 3) the influence of customer experience in partial way of purchase intention at Tokopedia's consumers, 4) the influence of promotion in partial way of purchase intention at Tokopedia's consumers. The population of this research are active student of Sanata Dharma University who have visited Tokopedia and never bought at Tokopedia before. The technique used a non-probability sampling method with purposive sampling technique. Sample of this research are 96 respondens who have already visited Tokopedia at least one time, the data is collected by questionnaires. Technique analyze of the data used by descriptive analysis, classic assumption test, and multiple linear regretion use the IBM SPSS 26 application. The result of this research is, user interface, customer experience and promotion in simultaneous are influenced of purchase intention at Tokopedia;s consumers, user interface in partial isn't influenced of purchase intention at Tokopedia's consumers, customer experience in partial is influenced of purchase intention of Tokopedia's consumers, and promotion in partial is influenced of purchase intention of Tokopedia's consumers.

Keywords: *User Interface, Customer Experience, Promotion, and Purchase Intention*