

ABSTRACT

This research is motivated by dissatisfaction with online shopping in Blibli, Bukalapak, JD.ID, Lazada, Shopee and Tokopedia related to Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust in customer satisfaction. This study aims to determine the effect of Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust on customer satisfaction in purchases in the Blibli, Bukalapak, JD.ID, Lazada, Shopee and Tokopedia online store applications.

The method used in this study is a quantitative method with a descriptive and causal types of research. The types of data needed for research are primary data and secondary data. Sampling is done by nonprobability sampling method with purposive sampling type, with a number of respondents as many as 210 people. Data analysis techniques used descriptive analysis and multiple linear regression analysis to determine the effect of Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust on customer satisfaction.

The results of the analysis of this study indicate that the partial variable Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust have a significant effect on customer satisfaction. Then the results of simultaneous research analysis show that there is a significant influence between Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust. The coefficient of determination shows the variable Effort Expectancy, Performance Expectancy, Self-Efficacy and Trust have a significant influence on customer satisfaction by 43,1%. While the remaining 56,9% is approved by other variables outside of this study.

Keywords:

Effort Expectancy, Performance Expectancy, Self-Efficacy, Trust and Customer Satisfaction