

ABSTRACT

The current rapid development of science and technology has resulted in significant changes in human behavior patterns in accessing various information and in an effort to fulfill their needs through the use of electronic service features, including the internet. Various facilities are offered by utilizing technology that is integrated with the internet, causing the growth rate of internet users to also increase drastically every year in the world, including one of which is in Indonesia.

The purpose of this study is to find and find out the variables that affect student interest in making online purchases through shopees during the Covid-19 pandemic. In this study, the authors chose ease of use, perceived risk, and perceived suitability as independent variables in this study.

This study took the object of active students at Padjajaran University. The population in this study were 118 respondents who met the criteria as the sample in this study. The data analysis technique used in this study is multiple linear regression analysis with data management tools using SPSS 26.

The results found in this study are ease of use, perceived risk, and perception of suitability together have a positive effect on buying interest in active students of Padjajaran University. Partially, ease of use has a positive effect on purchase intention. Then for the perception of the ratio has a positive effect on buying interest in active students of Padjajaran University. The perception of conformity has a positive effect on buying interest in active students of Padjajaran University.

Based on the results of research that has been done, for further research it is expected to try different research objects, add to the research period, and add other variables.

Keywords: Ease of Use, Perceived Risk, Perception of Conformity, Purchase Intention