

ABSTRACT

This study was conducted to determine the effect of website quality on perceptions of ease of use in the e-commerce application at Toko Tani Indonesia in Central Java. The purpose of this research is to find out and analyze how the influence of web quality on the ease of use of the Toko Tani Indonesia application.

This study uses quantitative methods. Sampling in this study is non-probability sampling with purposive sampling. With the number of respondents as many as 100 people. The data analysis technique used in this research is multiple linear regression analysis using Partial Least Square (PLS) software. There are independent variables in this study, namely (X1) Usability Quality, (X2) Information Quality, (X3) Service Interaction Quality, the dependent variable in this study is (Y) Perceived Ease Of Use.

Based on the results of research and descriptive analysis, it was found that the website quality variable was included in the high category according to the respondents with an average percentage value of 74.97%. The highest sub-variable value is the information quality sub-variable (X2) of 77.48% and for the value of the usability sub-variable (X1) with a percentage of 74.27%. Meanwhile, the lowest sub-variable value is the interaction service quality sub-variable with a percentage of 73.17%. Based on the results of simultaneous data processing, it can be seen that there is an intervening service interaction effect with a quite significant effect, although it is undeniable that there are other factors that were not examined in this study.

Keywords: Toko Tani Indonesia Indonesia Indonesia, Central Java, WebQual.