

ABSTRAK

AMELIA AYU LESTARI, 2020. "Pengaruh Citra Perusahaan, *Perceived Benefit*, dan Kemudahan Penggunaan Terhadap Minat Bisnis Online di Shopee pada Mahasiswa Manajemen FEB UM Metro 2016". Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Metro. Pembimbing (1) Ratmono, S.E, M.M. Pembimbing (2) Jati Imantoro, S.E., M.E.Sy.

Minat konsumen yang berpindah dari pasar tradisional ke pasar digital memunculkan bisnis – bisnis baru yang berbasis digital. Hal ini juga mendorong minat wiraswata untuk memulai berbisnis online shop pada *marketplace*. Penelitian ini bertujuan untuk mengetahui pengaruh citra perusahaan, *perceived benefit*, dan kemudahan penggunaan terhadap minat bisnis online pada mahasiswa manajemen FEB UM Metro 2016 di *marketplace shopee*.

Metode penelitian yang digunakan adalah deskriptif kualitatif untuk mengumpulkan data di lapangan dengan mengambil sampel dari suatu populasi sebanyak 50 responden pada mahasiswa prodi manajemen FEB UM Metro 2016. Uji persyaratan analisis menggunakan uji normalitas, uji linearitas dan uji homogenitas. Pengujian model analisis koefisien determinasi (R^2). Dan menggunakan uji hipotesis statistik. Berdasarkan hasil penelitian dengan analisis linier berganda dengan uji t diperoleh citra perusahaan tidak berpengaruh positif dan signifikan terhadap minat bisnis online di shopee, *perceived benefit* tidak berpengaruh positif dan signifikan terhadap minat bisnis online di shopee, sedangkan kemudahan penggunaan berpengaruh positif dan signifikan terhadap minat bisnis online di shopee. Dari uji F diperoleh citra perusahaan, *perceived benefit* dan kemudahan penggunaan secara simultan terdapat pengaruh yang signifikan terhadap minat bisnis online di shopee.

Kata Kunci : Citra Perusahaan, Perceived Benefit, Kemudahan Penggunaan, Minat Bisnis Online di Marketplace.

ABSTRACT

AMELIA AYU LESTARI, 2020. "The Effect of Company Image, Perceived Benefit, and Ease of Use on Online Business Interest in Shopee toward Management Students of FEB UM Metro 2016". Faculty of Economics and Business, Muhammadiyah University of Metro. Advisor (1) Ratmono, S.E, M.M. Advisor (2) Jati Imantoro, S.E., M.E.Sy.

The interest of consumers moving from traditional markets to digital markets has led to new digital-based businesses. It also encourages the interest of entrepreneurs to start doing online shop business in the marketplace. This study aims to determine the effect of company image, perceived benefits, and ease of use of online business interests in management students of FEB UM Metro 2016 in the shopee marketplace.

The research method used is quantitative descriptive method to collect data in the field by taking a sample of a population of 50 respondents in management students of FEB UM Metro 2016. Test requirements analysis uses the normality test, linearity test and homogeneity test. Testing the analysis of the coefficient of determination (R^2). And use a statistical hypothesis test. Based on the results of research with linear analysis dressed with t test obtained by company image does not have a positive and significant effect on online business interest in shopee, perceived benefit does not have a positive and significant effect on online business interest in shopee, while ease of convenience has a positive and significant effect on online business interest in shopee . From the F test obtained by the company's image, perceived benefits and ease of use simultaneously there is a significant influence on online business interest in shopee.

Keywords: Corporate Image, Perceived Benefit, Ease of Use, Online Business Interest in Marketplace.