# ABSTRACT

*Marcella Wonosantoso / 73150403 / 2019 / The Influences of Secure and Easiness on Online Purchasing Decisions at Shopee Indonesia in Jakarta / Advisor: Dr. Ir. Abdullah Rakhman, M.M.*

*E-commerce brings great business opportunies such as product sales and online service provision and revenue growth for companies such as e-retailers primarily because of its easy and interactive nature, lower cost, and high level of customization and personalization for customers. This study was shown to analyze about the influence of secure and easiness on online purchasing decision at E-commerce Shopee.*

*Kotler’s theory is used to define purchasing decisions, Gauzente’s theory is used to define secure, and Davis’s theory is used to define ease of used. The hypothesis that arises from the framework of this research is that secure and ease of use have a positive influence on purchasing decisions.*

*This study aims to (1) know weither secure transaction affect online purchasing decision at Shopee Indonesia Jakarta. (2) know weither easiness affect online purchasing decision at Shopee Indonesia Jakarta.*

*The object of this study is Shopee Online Shopping Application. The method of the data collection in this research is by distributing online questionnaries through google forms.The sampling technique used is non-probability sampling with a judgment sampling approach. Data is processed using SPSS.*

*The result of this study is most Shopee Indonesia’s consumers are female (76.7%) with age range 17-22 years (72.8%) and majority works as student (70.3%) by total monthly expenses arounds Rp. 1.501.000 – Rp. 2.000.000 (31.7%).*

*Based on the result of analysis, we can conclude that (1) Dimension secure has a positive impact on online purchasing decisions at Shopee Indonesia Jakarta. (2) Dimension easiness has a positive impact on onlince purchasing decisions at Shopee Indonesia Jakarta.*

*Keywords:Secure, Perceived Ease of Use, Purchase Decision.*