

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji secara empiris dan menganalisis: (1) Pengaruh Minat terhadap Penggunaan *E-Commerce*, (2) Pengaruh Perilaku Bertransaksi terhadap penggunaan *E-Commerce*, (3) Pengaruh Harga Jual terhadap Penggunaan *E-Commerce*.

Penelitian ini merupakan penelitian kuantitatif dengan metode *purposive sampling* dengan perolehan sampel sebanyak 93 responden. Data yang dihasilkan merupakan hasil dari kuesioner yang telah diberikan oleh responden. Data kemudian dianalisis dengan metode analisis regresi linear berganda yang diolah dengan program *Statistical Product and Service Solution* (SPSS) versi 26.

Hasil penelitian ini menunjukkan bahwa: (1) Minat tidak berpengaruh terhadap penggunaan *e-commerce*, (2) Perilaku Bertransaksi berpengaruh positif terhadap penggunaan *e-commerce*, (3) Harga Jual berpengaruh positif terhadap penggunaan *e-commerce*.

**Kata Kunci:** Minat, Perilaku Bertransaksi, Harga Jual, *E-Commerce*.

## ABSTRACT

*This research aimed to examine empirically and analyze: (1) The effect of interest on the usage of E-Commerce, (2) The effect of transaction behavior on the usage of E-Commerce, (3) The effect of sales price on the usage of E-Commerce.*

*The research was quantitative research. Moreover, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with that, there were 93 respondents as the sample. Furthermore, the data were taken from the questionnaires' results which had been given to the respondents. After that, the data were analyzed with multiple linear regression as data analysis technique with SPSS (Statistical Product and Service Solution) 26.*

*The research result concluded that as follows: (1) Interest did not affect the usage of E-Commerce, (2) Transaction behavior had a positive effect on the usage of E-Commerce, (3) Sales price had a positive effect on the usage of E-Commerce.*

**Keywords:** Interest, Transaction Behavior, Sales Price, E-Commerce

