

**PENGARUH *USEFULNESS*, *EASE OF USE*, *RISK* TERHADAP
INTENTION TO BUY ONLINE PATISSERIE MELALUI
CONSUMER ATTITUDE BERBASIS MEDIA SOSIAL DI SURABAYA**

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ABSTRAK: Penelitian ini dilakukan untuk mengetahui apakah *perceived usefulness*, *perceived ease of use*, *perceived risk* berpengaruh terhadap *intention to buy online patisserie* melalui *consumer attitude* dengan media sosial *instagram* di masyarakat Surabaya. Penelitian ini merupakan penelitian kuantitatif. Teknik analisa yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS). Hasil menunjukkan bahwa *perceived usefulness* memiliki pengaruh positif dan signifikan terhadap *consumer attitude*, *perceived ease of use* memiliki pengaruh positif dan signifikan terhadap *consumer attitude*, *perceived risk* memiliki pengaruh negatif dan signifikan terhadap *consumer attitude*, dan *consumer attitude* memiliki pengaruh positif dan signifikan terhadap *intention to buy online*. Sehingga *consumer attitude* adalah variabel yang harus ada antara *perceived usefulness*, *perceived ease of use*, *perceived risk* dan *intention to buy online*.

Kata Kunci:

Perceived usefulness, *Perceived ease of use*, *Perceived risk*, *Consumer attitude*, *Intention to buy online*.

ABSTRACT: The aim of this research is to find the impact of *perceived usefulness*, *perceived ease of use*, and *perceived risk* towards online patisserie buying intention through customer attitude using *instagram* as customer's social media in Surabaya. This thesis is using quantitative research, and *Partial Least Square* (PLS) as it's analysis technique. The results show that the influence of *perceived usefulness* and *perceived ease of use* to customer attitude are positive and significant. Yet *perceived risk* to consumer attitude is negative and significant, and *consumer attitude* to intention to buy online is positive and significant. This research proved that customer attitude need to be existed between *perceived usefulness*, *perceived ease of use*, *perceived risk* and intention to buy online.

Keywords:

Perceived usefulness, *Perceived ease of use*, *Perceived risk*, *Consumer attitude*, *Intention to buy online*.

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