

THE EFFECT OF PERCEIVED EASY OF USE ON CUSTOMER SATISFACTION OF E-COMMERCE USERS THAT EDUCATED PERCEIVED ENJOYMENT AND MODERATED BY QUALITY WEBSITE DESIGN IN YOGYAKARTA

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ABSTRACT

The progress of the internet has become the property of everyone in this world. But the growth rate of internet users in Indonesia is still dominated by young people from the age group of 15-30 years. Rapid technological developments contribute to the development of the internet, including in business activities. Satisfaction using internet technology in carrying out a purchase action is very important for consumers. But many e-commerce users are unaware that users of e-commerce are often constrained by using the system. Perceived enjoyment is one of the important factors that influence repurchase and the quality of website design is considered to have a positive influence on the satisfaction of e-commerce users. Whereas perceived ease of use is the degree to which a person believes that a technology / system is easy to use so that it affects consumer satisfaction. Through these three variables, this study aims to determine the effect of perceived ease of use on e-commerce user satisfaction which is mediated by perceived enjoyment and moderated by the quality of website design in the Special Region of Yogyakarta. Based on the results of data analysis using Lisrel, Perceived ease of use has a positive and significant effect on consumer satisfaction of users of E-Commerce with a value of 2.21 consisting of a direct influence of 1.96 and indirect effects through Perceived enjoyment with 0.26. The value of the indirect effect t-test is 5.07. Then the interaction variable between Perceived ease of use and website design quality also has a significant effect on Consumer Satisfaction of E-Commerce Users with a t-test value of 5.18. So that it can be concluded that the good quality of website design will strengthen the influence between perceived ease of use on consumer satisfaction of E-Commerce users, whereas the poor quality of website design will weaken the influence between perceived ease of use on consumer satisfaction of E-Commerce users.

Kata Kunci: *e-commerce, perceived easy of use, perceived enjoyment, website design quality, e-commerce user satisfaction*