

The Influence of Perceived Usefulness, Perceived Ease of Use, Perceived Risk in the Shopee Application on Consumer Decisions in Online Shopping During the Covid-19 Pandemic.

- **Author(s):** Sri Wiludjeng Sunu Purwaningdyah ,Nadia Fitria Haerunnisa ,Salma Novia Hairunnisa ,Nessa Salsa Wardhani ,Cherya Larasati ,Yogie Permadi Siahaan ,Obsatar Sinaga
- **Abstract:** This study aims to determine the effect of Perception Usefulness, Perceived ease of use, Perception Risk, Consumer Decision online shopping during the COVID-19 pandemic. This study uses four variables, namely, Perception Usefulness, Perceived ease of use, Perception Risk as independent variables, and consumer purchasing decisions as to the dependent variable. The research method used is the descriptive method through a quantitative approach. The data used in this study are primary data and secondary data, and the population of this study is Shopee application users in the city of Bandung. The data collection technique used in this study was random sampling through the distribution of questionnaires. The data analysis tool is multiple regression, aiming to find out how much influence the Perception Usefulness, Perceived ease of use, Perception Risk has on consumer decisions in online shopping. The results showed that the perception of usefulness had a positive and significant influence on consumer purchasing decisions online during the covid-19 pandemic, this was due to the use of the Shopee application to streamline consumer time compared to offline shopping and to reduce direct interaction during the covid-19 pandemic. Perception of convenience also has a positive and significant influence on consumer purchasing decisions, this is because the Shopee application does not cause complexity and does not require a long time to learn how to use it. While the perception of risk has a negative but still significant influence due to consumer concerns about exposure to the covid-19 virus and the occurrence of incompatibility of the original product with the image that the seller offers. Suggestions for Shopee companies are to increase the ease of use of the Shopee application, especially on new features in the Shopee application, and to anticipate the risks that will arise by increasing the credibility of the seller.
- **Keywords:** Perception Usefulness, Consumer Decision, online shopping, covid-19 pandemic

