

**PERILAKU PNS DI KOTA SOLOK TERHADAP KEPUTUSAN  
PEMBELIAN DAN LOYALITAS DALAM BELANJA ONLINE  
MENGUNAKAN PENDEKATAN  
TECHNOLOGY ACCEPTANCE MODEL (TAM)**

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Oleh : Budi Iskandar Harahap (1720519002)  
(dibawah bimbingan Dr. M. Nazer, SE, MA dan Dr. Fery Andrianus SE, MSi)

***Abstrak***

Perkembangan teknologi informasi dan internet menyebabkan kemudahan dalam bertransaksi melalui situs pembelanjaan yang berbasis web, yang sering disebut sebagai toko online. Peran Belanja online telah banyak menggantikan belanja offline walau masih sering terjadi penipuan, oleh karenanya banyak yang beranggapan bahwa belanja online terlalu beresiko. Tujuan penelitian ini adalah untuk mengetahui pengaruh persepsi manfaat dan persepsi kemudahan dalam berbelanja online secara langsung terhadap keputusan pembelian dan loyalitas konsumen. Data Penelitian didapatkan dari penyebaran kuesioner kepada pegawai negeri sipil di Pemerintahan Kota Solok yaitu sebanyak 400 orang yang sering melakukan belanja online menggunakan Model Penerimaan Technology atau Technology Acceptance Model (TAM) dengan mengukur Perceived Ease of Use dan Perceived Usefulness terhadap keputusan pembelian dan loyalitas konsumen. Pengolahan data dilakukan melalui pendekatan Structural Equation Modeling memakai program SmartPLS. Hasil penelitian menunjukkan bahwa persepsi manfaat berpengaruh signifikan terhadap loyalitas konsumen dan keputusan pembelian sementara untuk persepsi kemudahan tidak berpengaruh signifikan keputusan pembelian dan loyalitas konsumen.

**Kata Kunci:** Keputusan Pembelian, Loyalitas, Belanja Online, TAM

***BEHAVIOR OF CIVIL SERVANTS IN SOLOK CITY TOWARDS PURCHASE DECISIONS AND LOYALTY IN ONLINE SHOPPING USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM) APPROACH***

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***Abstract***

The development of information technology and the internet has made it easier to transact through web-based shopping sites, which are often referred to as online stores. The role of online shopping has replaced many offline shopping although fraud is still common, many people think that online shopping is too risky. The purpose of this study was to determine the effect of perceived of Usefulness and perceived of Ease of Use in online shopping directly towards of purchasing decisions and consumer loyalty. Research data were obtained from distributing questionnaires to civil servants in Solok City, as many as 400 people who frequently shop online using the Technology Acceptance Model (TAM) by measuring the Perceived Ease of Use and Perceived Usefulness towards of purchasing decisions and consumer loyalty. Data processing is carried out through the Structural Equation Modeling approach using the Smart PLS program. The results showed that the perception of Usefulness had a significant effect on consumer loyalty and purchasing decisions while the perception of Ease of Use did not significantly influence purchasing decisions and customer loyalty.

**Key words:** Purchase Decision, Loyalty, Online Shopping, TAM