

ABSTRACT

This research aims is to analyze the Effect of Ease of Use and Perception of Usefulness to Consumer Attitudes and Interests Online transactions in Tokopedia. Object in this research is Tokopedia, while subject in this research is Tokopedia's user in Yogyakarta.

This research used 125 selected samples using Non Probability Sampling technique through Purposive Sampling method with minimum criterion 17 years old, domiciled in Yogyakarta, and have done transaction online in Tokopedia. The analysis tool used is Structural Equation Modeling (SEM) which is operated using AMOS 22.0 program.

Based on the analysis that has been done, the results obtained that ease of use have a positive and significant impact on consumer attitudes, perceived usefulness have a positive and significant impact on consumer attitudes, consumer attitudes have a positive and significant effect on the interest in transacting online, and perceived usefulness have positive and insignificant effect on Interest in transacting online.

Keywords : *Ease of Use, Perceived Usefulness, Consumer Attitudes, Interest in Transacting Online, Online, E-commerce.*