

**THE INFLUENCE OF TRUST AND PERCEIVED EASE OF USE ON
BUYING INTEREST USING E-COMMERCE**
*(Case Study on STIE PGRI Dewantara Jombang Students Shopee Application
Users)*

ABSTRACT

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This study aims to determine and explain the effect of Trust and Perceived Ease Of Use on repurchase interest in STIE PGRI Dewantara Jombang students who use the shopee application. This study uses an explanatory research method which is carried out through data collection in the field. The population is STIE PGRI Dewantara Jombang students who use the shopee application with a research sample of 100 people, data analysis using Multiple Linear Regression statistical methods and hypothesis testing and coefficient of determination. The data is processed using SPSS 2.0. Based on the results of the study, it shows that Trust has a positive and significant effect on Repurchase Interest and Perceived Ease Of Use has a positive and significant effect on Repurchase Interest. In addition, the results obtained that perceived ease of use has the greatest influence. So the e-commerce shopee needs to continue to maintain the perceived ease of use in order to make consumers keep buying interest and be able to compete with other e-commerce businesses.

Keywords: Trust, Perceived Ease Of Use, Repurchase Interest