

**PENGARUH KEMUDAHAN DAN KEAMANAN PELANGGAN
TERHADAP MINAT BELI ULANG BAGI PENGGUNA FITUR
SHOPEE PAYLATER**

ABSTRAK

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Penelitian ini bertujuan menguji dan menjelaskan pengaruh secara signifikan kemudahan dan keamanan terhadap minat beli ulang bagi pengguna fitur Shopee *Paylater*. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah semua Pengguna Fitur Shopee *Paylater* dengan sampel berjumlah 100 konsumen, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Kemudahan menurut tanggapan responden termasuk baik, artinya dapat meningkatkan minat beli ulang, kemudahan dapat meningkatkan minat beli ulang bagi pengguna fitur Shopee *Paylater* dan Keamanan menurut tanggapan responden termasuk baik, artinya dapat meningkatkan minat beli ulang, Keamanan dapat meningkatkan minat beli ulang bagi pengguna fitur Shopee *Paylater*.

Kata Kunci: keamanan, kemudahan dan minat beli ulang

***THE INFLUENCE OF CUSTOMER EASY AND SECURITY ON
REPURCHASING INTEREST FOR FEATURE USERS
SHOPEE PAYLATER***

ABSTRACT

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This study aims to test and explain the significant effect of convenience and security on repurchase interest for users of the Shopee PayLater feature. The research uses an explanatory research method which is carried out through data collection in the field. The population is all Shopee Paylater Feature Users with a sample of 100 consumers, data analysis using multiple Linear Regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study indicate that Ease according to respondents' responses is good, meaning that it can increase repurchase interest, convenience can increase repurchase interest for Shopee Paylater feature users and Security according to respondents' responses is good, meaning it can increase repurchase interest, Security can increase buying interest reload for Shopee Paylater feature users.

Keywords: security, convenience and repurchase interest