

**PENGARUH *PERCEIVED USEFULNESS*, *EASE OF USE*, DAN
ENJOYMENT TERHADAP *INTENTION TO REUSE* PADA
*TIKTOK SHOP***

**(Studi Pada Mahasiswa Manajemen Angkatan 2018 STIE PGRI Dewantara
Jombang)**

ABSTRAK Oleh:

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Penelitian ini digunakan untuk mengetahui dan menjelaskan pengaruh *perceived usefulness*, *ease of use*, dan *enjoyment* terhadap *intention to reuse* pada *TikTok Shop*. Penelitian ini menggunakan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah mahasiswa STIE PGRI Dewantara Jombang Prodi Manajemen angkatan 2018 yang berniat menggunakan kembali *TikTok Shop*. Sampel dalam penelitian ini berjumlah 100 mahasiswa yang diambil dengan teknik *convenience sampling*. Metode analisis dalam penelitian ini menggunakan analisis linier berganda. Hasil penelitian ini menunjukkan bahwa variabel *perceived usefulness*, *ease of use*, dan *enjoyment* berpengaruh positif signifikan terhadap *intention to reuse*. Kesimpulan dari penelitian ini adalah semakin tinggi kontribusi variabel *perceived usefulness*, *ease of use*, dan *enjoyment* yang dirasakan pengguna *TikTok Shop*, maka akan semakin baik pengaruhnya terhadap *intention to reuse* pada *TikTok Shop*.

Kata kunci : *Perceived usefulness*, *perceived ease of use*, *perceived enjoyment*, *intention to reuse*.

THE EFFECT OF PERCEIVED USEFULNESS, EASE OF USE, AND ENJOYMENT ON INTENTION TO REUSE TIKTOK SHOP

(Study on Management Students Class 2018 STIE PGRI Dewantara Jombang)

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This study was used to determine and explain the effect of perceived usefulness, ease of use, and enjoyment on the intention to reuse on TikTok Shop. This study uses quantitative research methods. The population in this study were STIE PGRI Dewantara Jombang students from the 2018 Management Study Program who intended to reuse TikTok Shop. The sample in this study amounted to 100 students who were taken by convenience sampling technique. The method of analysis in this study uses multiple linear analysis. The results of this study indicate that the perceived usefulness, ease of use, and enjoyment variables have a significant positive effect on the intention to reuse. The conclusion of this study is that the higher the contribution of variables perceived usefulness, ease of use, and enjoyment felt by TikTok Shop users, the better the influence on the intention to reuse in TikTok Shop.

Keywords : Perceived usefulness, perceived ease of use, perceived enjoyment, intention to reuse.