

## ABSTRACT

The growth of the e-commerce industry is considered to be in a state of rapid development. Currently the country with the largest e-commerce market in Southeast Asia is Indonesia, one of the largest e-commerce in Indonesia is Tokopedia. Tokopedia consistently ranks first with the largest total transaction value as in previous years. However, there was a decrease in the total transaction value of e-commerce in Indonesia in the first quarter of 2020, this decline made Tokopedia's order in the e-commerce ranking with the largest transaction value decreased to second place. From these problems, this study aims to see how the effect of Tokopedia's user experience on purchase intentions.

The method of collecting data in this research is using quantitative research methods by distributing questionnaires to Tokopedia e-commerce users in Indonesia as many as 400 respondents. This research uses multiple regression models with data processing techniques using descriptive analysis, classical assumptions, and hypothesis testing.

Based on the results of descriptive analysis, it was found that emotions were in good categories, trust was in very good categories, privacy was in good categories, and total user experience was in good categories. Based on the results of the t test, it is found that the results of emotion, trust partially have a significant effect on purchase intention. However, partial privacy does not have a significant effect. Based on the results of the f test, it was found that emotion, trust, privacy had a significant effect simultaneously. And the coefficient of determination is 0.549, which means that the effect of the independent variable on the dependent variable is 54.9%.

**Keywords:** User Experience, Purchase Intention, E-Commerce