

Muhammad Galuh Rizky Putra, 11321014, **“Pengaruh Sistem Informasi Akuntansi Terhadap Keputusan Pembelian Online”**, Jurusan Akuntansi, Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Gresik, Juli 2018.

ABSTRAK

Tujuan penelitian ini adalah untuk menguji pengaruh sistem informasi akuntansi, , keamanan dan kemudahan terhadap keputusan pembelian online. Data diperoleh dari masyarakat gresik yang pernah melakukan transaksi pembelian online melalui metode *purposive sampling*. Sebanyak 60 eksemplar yang diberikan langsung kepada responden. Kuesioner yang kembali 60 dan dapat diolah sebanyak 60 eksemplar. Metode analisis data yang digunakan yaitu metode regresi linier berganda dengan menggunakan software SPSS *Statistic* 16. Hasil analisis menunjukkan Persamaan regresi linier berganda diatas menginterpretasikan masing-masing variabel adalah Sistem Informasi Akuntansi berpengaruh negatif, sedangkan Keamanan dan Kemudahan berpengaruh positif signifikan terhadap keputusan pembelian online pada tingkat alfa 5%.

Kata-kata kunci: Sistem informasi akuntansi, keamanan, kemudahan, keputusan pembelian secara *online*.

Muhammad Galuh Rizky Putra, 11321014, "The Influence of Accounting System Information, Security, Easiness On Online Purchasing Decision ", Department of Accounting, Faculty of Economics and Bussines, University of Muhammadiyah Gresik, in July 2018.

ABSTRAC

The purpose of this study was to examine The Influence of Accounting System Information, Security, Easiness On Online Purchasing Decision. Data obtained from consumer of Gresik who has made a purchase from online store. through purposive sampling method. A total of 60 copies made directly to the respondents. Questionnaires were returned as 60 and can be processed as many as 60 copies. The data analysis method used is multiple linear regression analysis using software SPSS Statistic 16. The analysis showed Equation multiple linear regression over interpret each variable are accounting system information have negative significant. Security and easiness have positive significant effect while Work Experience significantly influence the quality of online purchasing decision results at alpha level 5%.

Keywords: accounting system information, security, easiness, online purchasing decision

