

## **ABSTRACT**

*The purpose of this study is to obtain the factors that affect Purchase Intention that use the independent variables Ease of Use, Trust, and Customer Satisfaction. Respondents are people who have made a purchase in the ShopeeFood application with the number of samples used is 152. The sampling method used in this study is purposive sampling. The resulting data were analyzed using SmartPLS program. The results of this study indicate that the independent variables Ease of Use, Trust and Customer Satisfaction have an effect on Purchase Intention.*

**Keywords :** *Ease Of Use, Trust, Customer Satisfaction, Purchase Intention.*