

## ABSTRAK

Teknologi komunikasi, media dan informasi telah membawa pengaruh cara dan pola transaksi bisnis di industri perdagangan. Salah satu kemajuan teknologi yang banyak digunakan oleh orang, organisasi, maupun perusahaan adalah internet. Tujuan penelitian ini adalah untuk mengetahui : 1) pengaruh kepercayaan terhadap keputusan pembelian. 2) pengaruh keamanan terhadap keputusan pembelian, 3) pengaruh *electronic word of mouth* terhadap keputusan pembelian, 4) pengaruh kepercayaan, keamanan dan *electronic word of mouth* secara bersama-sama terhadap keputusan pembelian *online*.

Jenis penelitian ini adalah penelitian asosiatif berbentuk kuantitatif. Populasi dalam penelitian ini adalah mahasiswa/mahasiswi Manajemen Fakultas Ekonomi dan Bisnis Universitas Putra Indonesia “YPTK” Padang. Sampel yang digunakan sebanyak 100 orang. Teknik pengambilan sampel dengan menggunakan “*Simple Random Sampling*” yaitu memberikan peluang yang sama bagi setiap anggota populasi untuk dipilih menjadi sampel secara acak sederhana. Sumber data diperoleh dari konsumen yang pernah melakukan pembelian *online* di shopee. Teknik pengumpulan data menggunakan kuesioner/angket yang langsung diberikan kepada responden. Pemberian skor menggunakan skala likert. Teknik analisis data menggunakan analisis deskriptif dan analisis regresi berganda dengan bantuan SPSS versi 20.

Hasil penelitian ditemukan bahwa Pertama tidak terdapat pengaruh yang signifikan antara Kepercayaan terhadap Keputusan Pembelian. Diperoleh nilai  $t_{hitung} < t_{tabel}$  ( $-0,490 < t_{tabel} 1,98498$ ), dan dari nilai signifikansi pun diketahui bahwa  $Sig. > \alpha$  ( $0,626 > 0,05$ ). Kedua terdapat pengaruh keamanan terhadap keputusan pembelian. Diperoleh nilai  $t_{hitung} > t_{tabel}$  ( $4,947 > t_{tabel} 1,98498$ ), dan dari nilai signifikansi pun diketahui bahwa  $Sig. < \alpha$  ( $0,000 < 0,05$ ). Ketiga tidak terdapat pengaruh *electronic word of mouth* terhadap keputusan Pembelian. Diperoleh nilai  $t_{hitung} < t_{tabel}$  ( $1,850 < t_{tabel} 1,98498$ ), dan dari nilai signifikansi pun diketahui bahwa  $Sig. > \alpha$  ( $0,067 > 0,05$ ). Keempat secara simultan terdapat pengaruh positif dan signifikan kepercayaan, keamanan dan *electronic word of mouth* terhadap keputusan [embelian. Diketahui nilai  $F_{hitung} 10,268 > f_{tabel} 2,70$  dan tingkat signifikan sebesar  $0,000 < 0,05$ .

**Kata kunci : kepercayaan, keamanan dan *electronic word of mouth* terhadap keputusan pembelian *online***

## **ABSTRACT**

*Communication, media and information technology have influenced the ways and patterns of business transactions in the trade industry. One of the technological advances that are widely used by people, organizations, and companies is the internet. The purpose of this study was to determine: 1) the effect of trust on purchasing decisions, 2) the effect of security on purchasing decisions, 3) the effect of electronic word of mouth on purchasing decisions, 4) the influence of trust, security and electronic word of mouth together on online purchasing decisions.*

*This type of research is associative research in the form of quantitative. The population in this study were Management students at the Faculty of Economics and Business, Putra Indonesia University "YPTK" Padang. The sample used was 100 people. The sampling technique uses "Simple Random Sampling", which provides equal opportunities for each member of the population to be selected as a simple random sample. Sources of data were obtained from consumers who had made online purchases at Shopee. The data collection technique used a questionnaire/questionnaire which was directly given to the respondents. Scoring using a Likert scale. Data analysis techniques used descriptive analysis and multiple regression analysis with the help of SPSS version 20.*

*The results of the study found that first, there was no significant influence between trust and purchasing decisions. The value of  $t_{count} < t_{table}$  ( $-0.490 < t_{table} 1.98498$ ) is obtained, and from the significance value it is known that  $Sig. > \alpha$  ( $0.626 > 0.05$ ). Second, there is the influence of security on purchasing decisions. The value of  $t_{count} > t_{table}$  ( $4.947 > t_{table} 1.98498$ ) is obtained, and from the significance value it is known that  $Sig. < \alpha$  ( $0.000 < 0.05$ ). Third, there is no effect of electronic word of mouth on purchasing decisions. The value of  $t_{count} < t_{table}$  ( $1.850 < t_{table} 1.98498$ ) is obtained, and from the significance value it is known that  $Sig. > \alpha$  ( $0.067 > 0.05$ ). Fourth, simultaneously there is a positive and significant influence of trust, security and electronic word of mouth on purchasing decisions. It is known that the  $F_{count}$  value is  $10.268 > f_{table} 2.70$  and a significant level of  $0.000 < 0.05$ .*

***Keywords: trust, security and electronic word of mouth on online purchasing decisions***