

ABSTRAK

Singgih Abi Prasetya, NO BP 17101155310307, Manajemen (2021), persepsi kemudahan dan persepsi resiko pengaruhnya terhadap keputusan pembelian secara online dengan kepercayaan sebagai variabel intervening (studi kasus pada pengguna aplikasi shopee mahasiswa UPI “YPTK” Padang), di bawah bimbingan bapak Emil Salim,SE,MM. Dan Bapak Vicky Brama Kumbara,SE,MM.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh persepsi kemudahan dan persepsi resiko Terhadap keputusan pembelian Melalui Kepercayaan .Baik secara parsial,simultan maupun secara bersama-sama .Penelitian ini terdiri dari variabel independen yaitu:persepsi kemudahan Dan persepsi resiko,Variabel Dependen yaitu :keputusan pembelian serta variabel intervening yaitu Kepercayaan.Data yang digunakan adalah data primer yang dilakukan melalui kuesioner .Sampel responden sebanyak 100 responden.Terdapat dua model Regresi Yang dihasilkan: Berdasarkan penelitian yang didapatkan berdasarkan uji hipotesis diperoleh : (a) Diduga Persepsi Kemudahan Berpengaruh Signifikan Terhadap Kepercayaan. (b) Diduga Persepsi Resiko Berpengaruh Signifikan Terhadap Kepercayaan. (c) Diduga Persepsi Kemudahan Berpengaruh Signifikan Terhadap Keputusan Pembelian Secara Online. (d) Diduga Persepsi Resiko Berpengaruh Signifikan Terhadap Keputusan Pembelian Secara Online. (e) Diduga Kepercayaan Berpengaruh Signifikan Terhadap Keputusan Pembelian Secara Online. (f) Diduga Persepsi Kemudahan Di Intervening Oleh Kepercayaan Terhadap Keputusan Pembelian Secara Online. (g) Diduga Persepsi Resiko Di Intervening Oleh Kepercayaan Terhadap Keputusan Pembelian Secara Online.

Kata Kunci: Persepsi Kemudahan, Persepsi Resiko, Keputusan Pembelian, Kepercayaan.

ABSTRACT

Singgih Abi Prasetya, NO BP 17101155310307, Management (2021), perceived ease and perceived risk influence on online purchasing decisions with trust as an intervening variable (a case study on shopee application users of UPI "YPTK" Padang students), under the guidance of Mr. Emil Salim ,SE,MM. And Mr. Vicky Brama Kumbara, SE, MM.

This study aims to determine how much influence the perception of ease and perception of risk has on purchasing decisions through trust. Either partially, simultaneously or jointly. This study consists of independent variables, namely: perceived ease and perceived risk, Dependent Variables are: purchasing decisions and the intervening variable, namely Trust. The data used is primary data conducted through a questionnaire. The sample of respondents is 100 respondents. There are two regression models produced: Based on research obtained based on hypothesis testing, it is obtained: (a) It is suspected that the perception of ease has a significant influence on trust. (b) It is suspected that risk perception has a significant effect on trust. (c) It is suspected that the perception of convenience has a significant influence on online purchasing decisions. (d) It is suspected that risk perception has a significant influence on online purchasing decisions. (e) It is suspected that trust has a significant influence on online purchasing decisions. (f) Allegedly Perceived Ease of Intervening by Trust in Online Purchase Decisions. (g) Allegedly Perceived Risk Is Intervened By Trust In Online Purchase Decisions.

Keywords: *Perception of Ease, Perception of Risk, Purchase Decision, Trust.*