

**PENGARUH KEERCAYAAN, KEMUDAHAN DAN KEAMANAN  
TERHADAP KEPUTUSAN PEMBELIAN DI SITUS *ONLINE SHOPPING*  
(STUDI KASUS PADA SITUS TOKOPEDIA)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui; 1) pengaruh kepercayaan terhadap keputusan pembelian di situs online shopping Tokopedia, 2) pengaruh kemudahan terhadap keputusan pembelian di situs online shopping Tokopedia, 3) pengaruh keamanan terhadap keputusan pembelian di situs online shopping Tokopedia, 4) pengaruh kepercayaan, kemudahan, dan keamanan secara simultan terhadap keputusan pembelian di situs online shopping Tokopedia, dan 5) untuk mengetahui apakah variabel kemudahan merupakan variabel yang paling berpengaruh dominan terhadap keputusan pembelian di situs online shopping Tokopedia.

Penelitian ini merupakan penelitian survei. populasi pada penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian di Tokopedia. Pengambilan sampel menggunakan rumus Hair dengan teknik *Purposive Sampling* sebanyak 120 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa; 1) kepercayaan berpengaruh secara positif terhadap keputusan pembelian, 2) kemudahan berpengaruh secara positif terhadap keputusan pembelian, 3) keamanan berpengaruh secara positif terhadap keputusan pembelian, 4) kepercayaan, kemudahan dan keamanan secara simultan berpengaruh positif terhadap keputusan pembelian, 5) kemudahan merupakan variabel yang paling berpengaruh dominan terhadap keputusan pembelian dibandingkan dengan variabel independen lainnya dalam penelitian ini.

Kata kunci : kepercayaan, kemudahan, keamanan, keputusan pembelian.

**THE INFLUENCE OF TRUST, CONVENIENCE AND SECURITY  
TOWARD BUYING DECISION THROUGH ONLINE SHOPPING  
(A CASE STUDY OF TOKOPEDIA WEBSITE)**

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**ABSTRACT**

This research aims is to understand; 1) the influence of trust toward buying decisions on Tokopedia online shopping, 2) the influence of convenience toward buying decision on Tokopedia online shopping, 3) the influence of security toward buying decision on Tokopedia online shopping, 4) the influence of trust, convenience and security as a Simultaneously on buying decision on Tokopedia online shopping, 5) to know whether convenience is the most dominantly influential variable on buying decision at Tokopedia online shopping.

This research is done by conducting survey. The population of this research are consumers who have bought product or goods from merchant who use Tokopedia as the media. The sampling method done by purposive sampling technique with the sample of 120 people. The data collect method obtained by questionnaires which validity and reliability has been tested. Multiple regression are applied to answer the hypothesis as the analysis method.

The result of this research indicate that; 1) there is influence of trust has a positive on buying decision, 2) there is influence of convenience has a positive on buying decision, 3) there is influence of security has a positive on buying decision, 4) there is influence of trust, convenience and security as a Simultaneously on buying decision on Tokopedia online shopping, 5) convenience is the most dominantly influential variable on buying decision at Tokopedia online shopping.

Keyword : trust, Convenience, security, buying decision