

ABSTRACT

RIA MONIKA MUNTHE, The Effects of Trust on Intention of Online Purchasing which is moderated by Perceived Risks and Subjective Norms (Case Study of Online Purchasing the Body Care Product) supervised by Tantri Yanuar.

The purpose of this research was to see how the effect of trust to the intentions of online purchasing for body care product categories, how the effects of trust to the intentions of online purchasing for body care product categories which moderated by perceived risks, and how the effect of trust of online purchasing for body care product categories which moderated by subjective norms.

The analytical methods used in this research were non-hierarchical methods or average cell methods using between subject 2x2 and applying the Univariate General Linear Model (GLM) procedure, of which the indicators have been tested through Factor Analysis. This research was conducted by distributing the questionnaires to 120 female respondents who had online purchasing experience of body care product categories whom met surround the area of Esa Unggul University, West Jakarta.

The results of this research has indicated that there is an effect of trust to the intentions of online purchasing with a significance value of 0,000. Then there is a significant effect between trust to intentions of online purchasing which moderated by perceived risks. But specifically for the group of respondents who have low trust level, the group of respondents with low risk perception has no influence in determining intentions of online purchasing compared to high risk perception group with significance value 0.189. In addition, the results of this research also prove that there is a significant influence between trust in intentions of online purchasing which is moderated by subjective norms. But specifically for groups of respondents who have low subjective norms, the group of respondents with a high level of trust do not have an influence in determining intentions of online purchasing compared to the group of high level of trust with a significance value of 0.132.

Keywords: Trust, Perceived Risk, Subjective Norms, Online Purchase Intention