

ABSTRAK

Title : *The influence of Trust on Purchasing Decisions in Shopee Through Risk Perception*
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This study discusses Trust, and Risk Perception as an intervening variable to Purchasing Decisions in Shopee users in the Jabodetabek area. The independent variable consists of trusting the dependent variable is the Purchasing Decision and the intervening variable is the Risk Perception.

This research was conducted on Shopee online market users in the Jabodetabek area who have used Shopee twice or more. The sample used was 130 respondents, with a sampling technique that is purposive or purposive sampling. This type of research is an associative research using causal and analytical methods used in this study using analysis techniques Path Analysis (Path Analysis).

The results showed that confidence was positive and significant towards the Purchasing Decision. And the perception of a negative and significant impact is directly greater towards the Purchasing Decision than the influence is not directly

Keywords : Trust, Perceived Risk, Purchasing Decisions and Shopee