

ABSTRAK

Judul : Pengaruh Persepsi Kemudahan Penggunaan, Persepsi Resiko Dan Kepercayaan Terhadap Keputusan Pembelian Pada Situs *E-Commerce* Tokopedia.Com.
Nama : Okky Yuliardi
Program Studi : S-1 Manajemen.

Tujuan penelitian ini untuk mengetahui pengaruh Persepsi Kemudahan Penggunaan, Persepsi Resiko dan Kepercayaan terhadap Keputusan Pembelian pada pengguna situs *e-commerce* Tokopedia.com. Variabel independen terdiri atas Persepsi Kemudahan Penggunaan, Persepsi Resiko dan Kepercayaan, variabel dependen terdiri atas Keputusan Pembelian. Penelitian ini dilakukan kepada para pelanggan situs *E-Commerce* Tokopedia.com di wilayah Jakarta Barat dengan jumlah responden 100. Responden penelitian ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan menggunakan skala *Likert* 5 poin untuk mengukur 36 indikator. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini membuktikan bahwa Persepsi Kemudahan Penggunaan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Persepsi Resiko berpengaruh negatif dan signifikan terhadap Keputusan Pembelian, Kepercayaan berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Persepsi Kemudahan Penggunaan, Persepsi Resiko dan Kepercayaan secara bersama-sama berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata kunci : Persepsi Kemudahan Penggunaan, Persepsi Resiko, Kepercayaan dan Keputusan Pembelian.

ABSTRACT

Title : *The Effect of Perceived Ease of Use, Perceptions of Risk and Trust on Purchasing Decisions on the Tokopedia.Com E-Commerce Site.*

Name : **Okky Yuliardi**

Study Program : **Management S-1.**

The purpose of this study was to determine the effect of perceived ease of use, perceived risk and trust on purchasing decisions among users of the Tokopedia.com e-commerce site. The independent variable consists of perceived ease of use, perceived risk and trustworthiness, the dependent variable consists of purchasing decisions. This research was conducted on customers of the Tokopedia.com E-Commerce site in West Jakarta with 100 respondents. Respondents were determined using purposive sampling technique. The data was collected by distributing questionnaires using a 5-point Likert scale to measure 36 indicators. The data analysis technique used multiple linear regression analysis. The results of this study prove that perceived ease of use has a positive and significant effect on purchasing decisions, perceived risk has a negative and significant effect on purchasing decisions, trust has a positive and significant effect on purchasing decisions, perceived ease of use, perceived risk and trust together have a positive and significant effect. significant to the purchase decision.

Keywords: *perceived ease of use, perceived risk, trustworthiness and purchase decisions.*