

ABSTRAK

Perkembangan teknologi internet dan jaringan internet yang sangat cepat membawa sebuah wadah perdagangan baru, yaitu layanan *e-commerce*. Salah satu *e-commerce* yang cukup di kenal di Indonesia adalah Lazada. Meskipun Lazada merupakan salah satu *e-commerce* yang sudah di kenal di Indonesia, pengunjung web pada Lazada mengalami penurunan. Berdasarkan permasalahan yang telah diuraikan mengenai Lazada, penelitian ini bertujuan untuk mengetahui apakah variabel *e-service quality* dan *perceived risk* dapat memberikan pengaruh pada minat beli agar *e-commerce* Lazada dapat menentukan strategi untuk mengatasi permasalahan yang diuraikan. Pengujian hipotesis diperoleh melalui uji f, uji t, analisis regresi berganda, serta koefisien determinasi. Hasil penelitian bahwa variabel *e-service quality* dan *perceived risk* berpengaruh terhadap minat beli. Pada variabel *e-service quality*, berpengaruh secara positif dan signifikan, artinya *e-service quality* memiliki peranan yang besar dalam mempengaruhi minat beli konsumen pada Lazada. Selanjutnya variabel *perceived risk* memiliki pengaruh yang negatif dan signifikan terhadap minat beli, artinya *perceived risk* memiliki peranan yang kuat dalam mempengaruhi minat beli konsumen Lazada. Penelitian ini memberikan kontribusi pemberian pelayanan yang maksimal dan rasa aman terhadap konsumen yang hendak melakukan transaksi *online* adalah salah satu kunci utama dalam memenangkan persaingan pada sektor *e-commerce* di Indonesia.

Kata Kunci : *E-Service Quality*, *Perceived Risk*, Minat Beli

ABSTRACT

The rapid development of internet technology and internet networks has brought a new trading platform, namely e-commerce services. One of the most well-known e-commerce in Indonesia is Lazada. Even though Lazada is one of the well-known e-commerce sites in Indonesia, web visitors to Lazada have experienced a decline. Based on the problems described regarding Lazada, this study aims to determine whether the variable e-service quality and perceived risk can have an influence on buying interest so that Lazada e-commerce can determine a strategy to overcome the problems described. Hypothesis testing is obtained through the f test, t test, multiple regression analysis, and the coefficient of determination. The results showed that the variables of e-service quality and perceived risk had an effect on purchase intention. In the e-service quality variable, it has a positive and significant effect, meaning that e-service quality has a big role in influencing consumer buying interest in Lazada. Furthermore, the perceived risk variable has a negative and significant effect on purchase intention, meaning that perceived risk has a strong role in influencing Lazada consumer purchase interest. This study contributes to the provision of maximum service and a sense of security for consumers who want to make online transactions is one of the main keys in winning the competition in the e-commerce sector in Indonesia.

Keywords: E-Service Quality, Perceived Risk, Buying Interest