

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menjelaskan: (1) korelasi antara *trust* dengan *perceived risk* menurut mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang pengguna Shopee; (2) pengaruh *trust* secara parsial terhadap keputusan pembelian *online* melalui Shopee menurut mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang; (3) pengaruh *perceived risk* secara parsial terhadap keputusan pembelian *online* melalui Shopee menurut mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang; (4) pengaruh *trust* dan *perceived risk* secara simultan terhadap keputusan pembelian *online* melalui Shopee menurut mahasiswa Program Studi Manajemen Universitas Buana Perjuangan Karawang. Penelitian ini menggunakan metode *explanatory survey* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel 196 responden. Teknik analisis data yang digunakan yaitu analisis jalur (*path analysis*). Berdasarkan hasil analisis menunjukkan terdapat korelasi antara *trust* dan *perceived risk* dengan tingkat hubungan sedang. Secara parsial *trust* berpengaruh positif dan signifikan terhadap keputusan pembelian. *Perceived risk* secara parsial berpengaruh negatif dan signifikan terhadap keputusan pembelian. *Trust* dan *perceived risk* berpengaruh secara simultan dan signifikan terhadap keputusan pembelian sebesar 51,1%. Kemudian sebesar 48,9% adalah pengaruh variabel lain yang tidak diteliti.

Kata kunci: *Trust*; *Perceived Risk*; Keputusan Pembelian; Shopee

KARAWANG

ABSTRACT

This study aims to determine, analyze and explain: (1) correlation between trust and perceived risk; (2) the effect of trust partial on online purchase decision via Shopee in Management Student University Buana Perjuangan Karawang; (3) the effect of perceived risk partial on online purchase decision via Shopee in Management Student University Buana Perjuangan Karawang; (4) the effect of trust and perceived risk simultan on online purchase decision via Shopee in Management Student University Buana Perjuangan Karawang. This study uses an explanatory survey method with quantitative approach. The sampling technique used purposive sampling with a total sample 196 respondents. The data analysis technique used to answer the hypothesis is path analysis. Based on analysis results that there is a correlation between trust and perceived risk which has a medium level relationship. Trust partially positive and significant effect on purchase decision. Perceived risk partially negative and significant effect on purchase decision. Trust and perceived risk have a simultan and significant effect on purchase decision by 51,1%. While the effect of other variables not examinade in this study is 48,9%.

Keyword: Trust; Perceived Risk; Purchase Decision; Shopee.

