

**PENGARUH PERSEPSI RESIKO, KEMUDAHAN, DAN
KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN
ONLINE PADA *MARKETPLACE* LAZADA DI KOTA PADANG**



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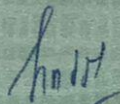
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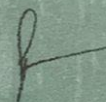
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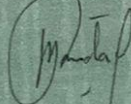
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PENGARUH PERSEPSI RESIKO, KEMUDAHAN, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN ONLINE PADA MARKETPLACE LAZADA DI KOTA PADANG

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Abstrak

Penelitian ini bertujuan untuk meneliti secara empiris pengaruh persepsi resiko, kemudahan dan kepercayaan terhadap keputusan pembelian online pada *marketplace* lazada. Penelitian ini adalah penelitian kuantitatif dan penelitian ini menggunakan data primer yang diperoleh melalui kuesioner. Populasi penelitian ini adalah masyarakat yang pernah menggunakan *marketplace* lazada di Kota Padang. Teknik pengambilan sampel yakni menggunakan teknik *purposive sampling*. Sampel yang diperoleh sebanyak 100 responden. Data dianalisis dengan menggunakan analisis linier berganda yang diolah dengan menggunakan bantuan smartpls. Hasil dari penelitian ini menunjukkan bahwa persepsi resiko berpengaruh positif signifikan terhadap keputusan pembelian. Kemudahan berpengaruh positif signifikan terhadap keputusan pembelian dan kepercayaan berpengaruh positif signifikan terhadap keputusan pembelian.

Kata kunci : Persepsi Resiko, Kemudahan, Kepercayaan, Keputusan Pembelian

Abstract

This study aims to empirically examine the effect of perceived risk, ease and trust on online purchasing decisions on the Lazada marketplace. This research is a quantitative research and this research uses primary data obtained through questionnaires. The population of this study are people who have used the Lazada marketplace in Padang City. The sampling technique is using purposive sampling technique. The samples obtained were 100 respondents. Data were analyzed using multiple linear analysis which was processed using smartpls. The results of this study indicate that perceived risk has a significant positive effect on purchasing decisions. Ease of use has a significant positive effect on purchasing decisions and Trust has a significant positive effect on purchasing decisions.

Keywords: Perceived Risk, Ease of use, Trust, Purchase Decision

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