

ABSTRACT

This research aims to examine and analyze the relationship between online trust variables towards purchasing decisions that have an impact on repurchase intention in the e-commerce sector. The object of this research is consumers who have shopped at e-commerce Shopee, with a sample of 133 respondents of Shopee users. The approach used in this study is Component or Variance Based Structural Equation Model with an analysis tool (Smart-PLS 3.0). The results showed a positive and significant influence on online trust variables on purchasing decisions with T-count values > T-table ($8.090 > 1.96$) and the existence of a positive and significant influence on the variables of purchasing decisions on repurchase intention with the value of T-count > T-table ($9.629 > 1.96$).

Keywords: *Online Trust, Purchasing Decisions, Repurchase Intention.*



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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis hubungan antar variabel *online trust* terhadap *purchasing decisions* yang berdampak pada *repurchase intention* di sektor *e-commerce*. Objek penelitian ini merupakan konsumen yang pernah berbelanja di *e-commerce* Shopee, dengan sample sebanyak 133 responden pengguna Shopee. Pendekatan yang digunakan dalam penelitian ini adalah *Component* atau *Variance Based Structural Equation Model* dengan alat analisis (Smart-PLS 3.0). Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan pada variabel *online trust* terhadap *purchasing decisions* dengan nilai T-hitung > T-tabel ($8.090 > 1.96$) serta adanya pengaruh positif dan signifikan pada variabel *purchasing decisions* terhadap *repurchase intention* dengan nilai T-hitung > T-tabel ($9.629 > 1.96$).

Kata kunci : *Online Trust, Purchasing Decisions, Repurchase Intention.*

