

ABSTRACT

Understanding consumers behavior is of vital importance to consumers oriented online purchasing models today. In this study aims at studying the effect of risk perception, trust perception and website quality at business to consumers market place on fashion product for Jakarta, Bogor, Depok, Tangerang and Bekasi consumers. The empirical study includes a survey based design in which responses to a questionnaire completed by 385 Jakarta, Bogor, Depok, Tangerang and Bekasi online purchasing consumer are analyzed in structural question modeling using varimax rotation. Result suggest a affect between risk perceived on consumers purchasing decision. Second, turs perceived has influencing consumers purchasing decision. Third, website quality can affect to consumers purchasing decision.

Keywords: risk perception, trust Perception, website quality, online purchasing.

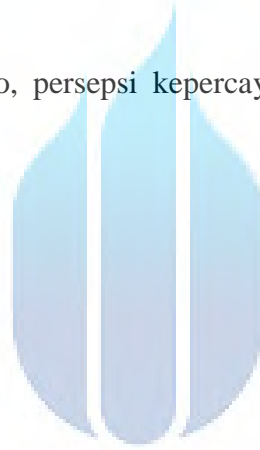


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ABSTRAK

Memahami perilaku konsumen adalah hal yang penting dalam model bisnis belanja online. Penelitian ini bertujuan untuk mempelajari pengaruh persepsi risiko, persepsi kepercayaan dan kualitas website terhadap keputusan belanja online produk fashion daerah Jakarta, Bogor, Depok, Tangerang dan Bekasi. Studi empiris mencakup desain penelitian berdasarkan survei di mana tanggapan kuesioner diisi oleh 385 konsumen Jakarta, Bogor, Depok, Tangerang dan Bekasi pembelian online yang dianalisis dengan menggunakan analisa regresi linier berganda. Hasil penelitian ini, pertama persepsi resiko memiliki pengaruh terhadap keputusan pembelian. Kedua, persepsi kepercayaan memiliki pengaruh terhadap keputusan pembelian. Ketiga, kualitas website memiliki pengaruh terhadap keputusan pembelian.

Kata kunci: persepsi risiko, persepsi kepercayaan, kualitas website, pembelian online



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