

ABSTRAK

Achmad Fiqri Azmi, Pengaruh Kepercayaan, Kualitas Informasi dan Persepsi Risiko Terhadap Keputusan Pembelian Barang Elektronik Menggunakan Platform *E-commerce* di Kota Surabaya. Dibawah bimbingan Hadi Purnomo, S.E.,M.M.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kepercayaan, kualitas informasi dan persepsi risiko terhadap keputusan pembelian barang elektronik menggunakan platform *e-commerce* shopee, adapun variabel dalam penelitian ini yakni kepercayaan (X1), kualitas informasi (X2), persepsi risiko (X3), dan keputusan pembelian (Y). Penelitian ini dilakukan dengan menggunakan metode penelitian kuantitatif dan didukung dengan teknik pengambilan sampel *non probability sampling* dengan metode *purposive sampling* sebagai penentuan sampel nya. Pada penelitian ini menggunakan 100 responden sebagai sampel dari banyaknya populasi warga Kota Surabaya yang pernah membeli barang elektronik menggunakan platform *e-commerce* shopee.

Hasil dari penelitian ini adalah secara parsial secara kepercayaan berpengaruh positif terhadap keputusan pembelian, kualitas informasi secara parsial berpengaruh secara positif terhadap keputusan pembelian, persepsi risiko secara parsial berpengaruh negatif terhadap keputusan pembelian. Secara simultan kepercayaan, kualitas informasi dan persepsi risiko berpengaruh terhadap keputusan pembelian barang elektronik menggunakan platform *e-commerce* shopee di Kota Surabaya.

Kata kunci: Kepercayaan, Kualitas Informasi, dan Persepsi Risiko

ABSTRACT

Achmad Fiqri Azmi, *The Influence of Trust, Information Quality and Perceived of Risk on Decisions to Purchase (Study at Electronic Using E-commerce Platforms of Shopee at Surabaya)*. Under the guidance of Hadi Purnomo, S.E.,M.M.

The purpose of this research was to determine the effect of trust, information quality and perceived risk on purchasing decisions for electronic using e-commerce platform of Shopee, while the variables in this study were trust (X1), information quality (X2), risk perception (X3), and purchase decision (Y). This research was conducted using quantitative research methods and supported by non-probability sampling technique with purposive sampling method as the determination of the sample. In this study, 100 respondents were used as a sample from the large population of Surabaya City residents who had purchased electronic using the e-commerce platform of Shopee.

The results of this study are that partially trust has a positive effect on purchasing decisions, information quality partially has a positive effect on purchasing decisions, perceived risk partially has a negative effect on purchasing decisions. Simultaneously trust, quality of information and perceived risk influence the decision to purchase electronic goods using the e-commerce platform Shopee in the city of Surabaya.

Keywords: *Trust, Information Quality, Risk Perception, Purchase Decision.*