

ABSTRAK

Hampir tiap *website* meminta identitas pribadi seperti nama pelanggan, alamat *e-mail*, nomor telepon, atau alamat surat. Pengguna sadar bahwa penjual berusaha menjelaki data seperti produk yang dibeli, metode pembayaran yang digunakan, nomer kartu kredit, pilihan produk dan sejarah transaksi dikumpulkan, disimpan dan dianalisis oleh sistem e-bisnis dan yang kemudian digunakan mengevaluasi perilaku pembelian.

Adapun populasi dalam penelitian ini adalah mahasiswa Universitas Sultan Agung Semarang pengguna Online Shop. Sampel yang digunakan sebanyak 100 responden. Alat analisis yang digunakan adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa *Website quality* berpengaruh secara positif dan signifikan terhadap keputusan pembelian ulang melalui *situs jejaring sosial*, artinya apabila semakin tinggi *website quality* yang diperoleh pelanggan maka keputusan pembelian ulang melalui *situs jejaring sosial* semakin meningkat. *Perceived risk* berpengaruh secara positif dan signifikan terhadap keputusan pembelian ulang melalui *situs jejaring sosial*, artinya apabila semakin tinggi *perceived risk* yang diperoleh pelanggan maka akan semakin tinggi pula tingkat keputusan pembelian ulang melalui *situs jejaring sosial*. *Security* berpengaruh secara positif dan signifikan terhadap keputusan pembelian ulang melalui *situs jejaring sosial*, artinya apabila semakin tinggi *ksecurity* yang dirasakan pelanggan maka akan semakin tinggi pula tingkat keputusan pembelian ulang melalui *situs jejaring sosial*. Trust berpengaruh secara positif dan signifikan terhadap keputusan pembelian ulang melalui *situs jejaring sosial*, artinya semakin tinggi pemahaman trust maka semakin tinggi pula tingkat keputusan pembelian ulang melalui *situs jejaring sosial*.

Kata kunci : *website quality, perceived risk, security , trust* dan keputusan pembelian
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ABSTRACT

Almost every website asks for a personal identity such as customer name, e-mail address, phone number, or mailing address. The user is aware that the seller is trying to track the data such as the purchased product, the payment method used, the credit card number, the product selection and transaction history are collected, stored and analyzed by the e-business system and then used to evaluate the buying behavior.

The population in this study is the student of Sultan Agung University of Semarang of Online Shop. The sample used is 100 respondents. Analyzer used is multiple linear regression.

The result of this research shows that Website quality has positive and significant influence on the buying decision through social networking site, it means that if the higher quality website is obtained by the customer then the buying decision through social networking site will increase. Perceived risk positively and significantly influence to the decision of repurchase through social networking site, meaning that if the higher perceived risk obtained by the customer then the higher the level of purchasing decisions through social networking sites. Security affects positively and significantly to repurchase decision through social networking site, meaning that if the higher security perceived by customer then it will be higher also level of repurchase decision through social networking website. Trust positively and significantly influence to decision of repurchase through networking site social, meaning the higher the understanding of trust then the higher the level of purchasing decisions through social networking sites.

Keywords: website quality, perceived risk, security, trust and purchasing decision