

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh trust, security, quality of service, dan perceived risk terhadap keputusan pembelian online di sebuah perusahaan. Pembahasan pentingnya trust, security, quality of service, dan perceived risk untuk meningkatkan keputusan pembelian online telah banyak didiskusikan di beberapa pustaka. Meskipun banyak sekali faktor faktor lain yang mempengaruhi keputusan pembelian online, penelitian ini hanya membahas tentang keberadaan trust, security, quality of service, dan perceived risk sebagai penentu keputusan pembelian online. Data diperoleh dari 100 orang responden dengan menggunakan kuesioner. Analisis data dengan menggunakan SPSS 16 menunjukkan bahwa keputusan pembelian online di perusahaan dapat ditingkatkan dengan memperhatikan tingkat trust, security, dan perceived risk. Trust, security, perceived risk memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian online, sedangkan quality of service memiliki pengaruh yang positif namun tidak signifikan terhadap keputusan pembelian online.

Kata Kunci : trust, security, quality of service, perceived risk, keputusan pembelian online

ABSTRACT

This study aims to examine the effect of trust, security, quality of service and perceived risk in online purchasing decisions in company. The importance of trust, security, quality of service, and perceived risk to increase organizational performance has been widely acknowledged. Although many factors can be used to improve the online purchasing decision performance, we concern on trust, security, quality of service, and perceived risk as a basis to influence performance. Data has gathered from 100 respondents by using questionnaire. We analyzed the data using SPSS 16. Result showed that performance of online purchasing decisions in company can be improved by concerning the growth level of trust, security, and perceived risk. The growth level of trust, security, and perceived risk of online purchasing decisions toward their company can be a good predictor of online purchasing decisions performance, but the growth level of quality service is not significant to be a good predictor of online purchasing decisions performance.

Keyword : Online purchasing decisions, Trust, Security, Quality of Service, Perceived Risk