

RINGKASAN

Saat ini, internet berkembang pesat dan membawa beberapa perubahan dalam berbagai aspek kehidupan. Hampir semua orang menggunakan internet untuk memenuhi kebutuhan mereka. Internet memudahkan orang menemukan informasi di era globalisasi saat ini. Karena belanja online adalah kegiatan paling populer ketiga di internet, orang mulai terobsesi dengan belanja online, karena mereka dapat membeli semuanya melalui internet di mana saja dan kapan saja. Pada saat yang sama, pertumbuhan pesat toko online telah mendorong persaingan yang ketat di antara penjualan e-commerce yang semakin melihat pengalaman pelanggan sebagai sesuatu yang penting. Jenis e-commerce yang berkembang pesat akhir-akhir ini di Indonesia adalah pasar. Walaupun semuanya menjadi lebih fleksibel dalam belanja online, ada banyak hal yang perlu dikhawatirkan sebelum melakukan belanja online terlepas dari manfaat yang ditawarkan internet.

Penelitian ini adalah penelitian kuantitatif yang menganalisis pengaruh risiko yang dipersepsikan, harga yang dipersepsikan, kualitas produk yang dipersepsikan, dan reputasi marketplace terhadap keputusan pembelian pelanggan di marketplace di Indonesia dengan kepercayaan sebagai variabel mediasi. Sampel penelitian ini menggunakan metode purposive dengan 205 responden yang berusia minimal 17 tahun, orang yang pernah melakukan transaksi online di marketplace di Indonesia sebelumnya dan memiliki wawasan dan kesadaran tentang marketplace di Indonesia. Data dianalisis menggunakan Structural Equational Modeling (SEM) dan perangkat lunak statistik AMOS.

Hasil pengujian hipotesis pada penelitian ini menunjukkan bahwa, (1) Persepsi risiko tidak berpengaruh terhadap keputusan pembelian pelanggan. (2) Harga yang dipersepsikan tidak berpengaruh terhadap keputusan pembelian pelanggan. (3) Kualitas produk yang dirasakan memiliki efek positif terhadap keputusan pembelian pelanggan. (4) Reputasi Marketplace memiliki efek positif terhadap keputusan pembelian pelanggan. (5) Persepsi risiko memiliki efek negatif terhadap kepercayaan. (6) Harga yang dipersepsikan memiliki efek positif terhadap kepercayaan. (7) Kualitas produk yang dirasakan tidak berpengaruh terhadap kepercayaan. (8) Reputasi Marketplace memiliki efek positif terhadap kepercayaan. (4) Kepercayaan memiliki efek positif terhadap keputusan pembelian pelanggan.

Keywords: Risiko yang dipersepsikan, Harga yang dipersepsikan, Kualitas Produk yang dipersepsikan, Reputasi Marketplace, Kepercayaan, Keputusan Pembelian Pelanggan.

SUMMARY

Nowadays, internet is growing rapidly and brings some changes in various aspect of life. Almost everyone are using internet to fulfill their needs. The internet makes it easier for people to find information in the current era of globalization. As the online shopping is the third most popular activity in internet, people start to obsessed with online shopping, because they can buy everything through internet everywhere and anytime. At the same time, the rapid growth of online stores has encouraged intense competition among e-commerce sales that increasingly see customer experience as something important. The type of e-commerce that is growing rapidly these days in Indonesia is marketplaces. Eventhough everything became more flexible in online shopping, there are more things to be worried about before doing an online shopping despite the benefits that the internet offers.

This research is a quantitative research that analyze the effect of perceived risk, perceived price, perceived product quality and marketplace reputation towards customer purchase decision at marketplace in Indonesia with e-trust as mediating variable. This research sample is using purposive method with 205 respondents who is at least 17 years old, people who have done any online transaction at marketplace in Indonesia before and have an insight and awareness about marketplace in Indonesia. Data were analyzed using Structural Equational Modeling (SEM) and AMOS statistical software.

The results of hypothesis testing on this study shows that, (1) Perceived risk has no effect towards customer purchase decision. (2) Perceived price has no effect towards customer purchase decision. (3) Perceived product quality has a positive effect towards customer purchase decision. (4) Marketplace reputation has a positive effect towards customer purchase decision. (5) Perceived risk has a negative effect towards e-trust. (6) Perceived price has a positive effect towards e-trust. (7) Perceived product quality has no effect towards e-trust. (8) Marketplace reputation has a positive effect towards e-trust. (4) E-trust has a positive effect towards customer purchase decision.

Keywords: Perceived Risk, Perceived Price, Perceived Product Quality, Marketplace Reputation, Marketplace, E-trust, Customer Purchase Decision