

## RINGKASAN

Penelitian ini merupakan penelitian deskriptif dengan metode survei pada mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman Purwokerto yang pernah melakukan pembelian produk pada toko *online*. Penelitian ini mengambil judul: “**Pengaruh Kepercayaan, Risiko Persepsian, Kualitas Persepsian, Harga Persepsian, dan *Electronic Word of Mouth* (eWOM) Terhadap Niat Beli Produk Melalui Toko *Online* dengan Gender Sebagai Variabel Moderasi**”. Tujuan penelitian ini adalah untuk menganalisa pengaruh kepercayaan, risiko persepsian, kualitas persepsian, harga persepsian, dan *electronic Word of Mouth* (eWOM) terhadap niat beli, untuk menganalisa peran *gender* sebagai moderasi pengaruh antara kepercayaan, risiko persepsian dan *electronic Word of Mouth* (eWOM) terhadap niat beli.

Penelitian ini menggunakan regresi berganda sebagai alat pengujian hipotesis. Teknik pengambilan sampel menggunakan *purposive sampling*, dimana sampel merupakan mahasiswa dengan usia minimum 18 tahun dan pernah melakukan pembelian produk melalui toko *online*. Jumlah sampel yang digunakan sebanyak 100 responden.

Dari hasil penelitian didapatkan : (1) kepercayaan berpengaruh positif terhadap niat beli, (2) Risiko persepsian berpengaruh negatif terhadap niat beli, (3) Kualitas persepsian berpengaruh positif terhadap niat beli, (4) Harga persepsian berpengaruh positif terhadap niat beli, (5) *Electronic Word of Mouth* (eWOM) berpengaruh positif terhadap niat beli, (6) *Gender* tidak memoderasi pengaruh antara kepercayaan terhadap niat beli, (7) *Gender* tidak memoderasi pengaruh antara risiko persepsian terhadap niat beli, (8) *Gender* tidak memoderasi pengaruh antara *electronic Word of Mouth* (eWOM) terhadap niat beli.

Implikasi dari penelitian ini yaitu pihak manajemen toko *online* perlu menerapkan berbagai kebijakan pemasaran secara tepat khususnya yang terkait dengan kepercayaan konsumen, persepsi konsumen terhadap risiko belanja di toko *online*, persepsi konsumen terhadap kualitas toko *online*, persepsi konsumen terhadap harga produk di toko *online* dan *electronic Word of Mouth* (eWOM). Cara yang dapat dilakukan diantaranya adalah dengan memberikan layanan terbaik kepada para konsumen secara cepat dan handal, memberikan jaminan keamanan dan kenyamanan bertransaksi kepada para konsumen dan menindaklanjuti keluhan para pelanggan secara cepat. Pihak manajemen toko *online* juga sebaiknya menawarkan berbagai produk yang berkualitas dengan tingkat harga yang kompetitif serta membangun hubungan pemasaran yang baik dengan para pelanggan guna meningkatkan *electronic Word of Mouth* (eWOM).

Kata Kunci :Kepercayaan, Risiko Persepsian, Kualitas Persepsian, Harga Persepsian, *electronic Word of Mouth*, *gender*

## SUMMARY

*This research is a descriptive study with survey method of the student Faculty of Economics and Business Jenderal Soedirman University Purwokerto who ever make a purchase of products on online store. This research takes title: "Influence of The Trust, Perceived Risk, Perceived Quality, Perceived Price, and Electronic Word of Mouth (eWOM) to Purchase Intention The Products Through Online Store With Gender As A Variable Moderation". The purposes of this research are analyze the influence of trust, perceived risk, perceived quality, perceived price, and electronic Word of Mouth (eWOM) to purchase intention, to analyze the role of gender as moderate the influeace of the trust, perceived risk, and electronic Word of Mouth (eWOM) to purchase intention.*

*This research using multiple regression as a tool of testing the hypothesis. Sampling technique using purposive sampling. The sample is a student with minimum age of 18 years and have made purchahse of products through online store. The sampling size of study is 100 respondents.*

*The results of this research indicates that: (1) trust has a positive effect on purchase intention, (2) perceived risk has a negative effect on purchase intention, (3) perceived quality has a positive effect on purchase intention, (4) perceived price has a positive effect on purchase intention, (5) Electronic Word of Mouth (eWOM) has a positive effect on purchase intention, (6) gender does not moderating the effect between trust to purchase intention, (7) gender does not moderating the effect between perceived risk to purchase intention, (8) gender does not moderating the effect between electronic Word of Mouth (eWOM) to purchase intention.*

*The implications of this research Is, the online store management needs to implement a variety of marketing policies specifically related to consumer confidence, consumers perception of shopping risks in online stores, consumer perceptions of quality in online stores, consumer perceptions of product price in online stores and electronic Word of Mouth (eWOM). Ways that can be done among others is to provide the best service to consumer fast and reliable, provide a guarantee of safety and convenience of transacting to consumer, and follow up complaints customers by quickly. Online store management should also offer variety of a quality product at the level of competitive price and build good marketing relationships with customers in order to improve the electronic Word of Mouth (eWOM).*

*Keywords :Trust, Perceived Risk, Perceived Quality, Perceived Price,, Electronic Word of Mouth, Gender*