

THE EFFECT OF SECURITY, PRICES AND PERCEIVED RISK OF ONLINE PURCHASING DECISIONS AT TOKOPEDIA

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Abstract

This research aims at knowing the effect of security, price and perceived risk of online purchasing decisions at Tokopedia. This research is descriptive quantitative. The population in the study were residents in the Cempaka Putih Barat District who had made purchases at the Tokopedia Online Store both through websites and applications. The number of samples taken was 75 respondents, with a purposive sampling method. Data collection is done with questionnaires distributed online using a google form. The analysis technique used is the method of PLS (Partial Least Square) analysis. The results showed that the variables did not determine and were not significant for purchasing decisions while the price variables affected but were not significant for purchasing decisions and perceived risk variables would influence the significance of purchasing decisions.

Keywords: Security, Prices, Perceived Risk and Purchasing Decisions

Pengaruh Keamanan, Harga dan Persepsi Risiko Terhadap Keputusan Pembelian Secara Online di Tokopedia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh keamanan, harga dan persepsi risiko terhadap keputusan pembelian secara online di Tokopedia. Penelitian ini merupakan deskriptif kuantitatif. Populasi dalam penelitian yaitu warga di Wilayah Kelurahan Cempaka Putih Barat yang pernah melakukan pembelian pada Toko Online Tokopedia baik melalui situs website dan aplikasi. Ukuran sampel yang diambil sebanyak 75 orang responden, dengan metode *purposive sampling*. Pengumpulan data dilakukan kuesioner yang disebar secara online menggunakan *google forms*. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian menunjukkan bahwa variabel keamanan tidak berpengaruh dan tidak signifikan terhadap keputusan pembelian sedangkan variabel harga berpengaruh namun tidak signifikan terhadap keputusan pembelian dan variabel persepsi risiko berpengaruh secara signifikan terhadap keputusan pembelian.

Kata kunci : Keamanan, Harga, Persepsi Risiko, Keputusan Pembelian.