

ABSTRAK

Pengaruh *E-Trust*, *E-Security*, Dan *E-experience* Terhadap Keputusan Pembelian *Online* Shopee di Bandar Lampung

Oleh

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Perilaku konsumen dalam pembelian terjadi perubahan dimasa pandemi dari *market place* (toko) ke *market space* (secara *online*). Perilaku konsumen yang lebih memilih belanja *online* dilatar belakangi oleh kemudahan, yang membuat belanja *online* mulai dipilih oleh masyarakat Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh *E-Trust*, *E-Security*, dan *E-experience* terhadap keputusan pembelian *online* di Shopee. Sampel penelitian ini menggunakan 100 sampel responden menggunakan teknik *purposive sampling*. Penelitian ini menggunakan data primer dengan metode pengujian hipotesis menggunakan Regresi linear Berganda. Hasil penelitian menunjukkan bahwa secara simultan maupun parsial variabel *E-Trust*, *E-Security* dan *E-experience* berpengaruh signifikan terhadap keputusan pembelian online di Shopee. Hal ini dikarenakan kepercayaan, keamanan dan pengalaman terhadap suatu website dikatakan memiliki perananan dalam mempengaruhi sikap konsumen terhadap apa yang dilakukan oleh pengelola website dalam memasarkan produknya sehingga menghasilkan suatu keputusan pembelian online.

Kata Kunci : *E-Trust*, *E-Security*, *E-experience* dan *Keputusan Pembelian*

ABSTRACT

The Influence of E-Trust, E-Security, and E-experience on Shopee Online Purchase Decisions in Bandar Lampung

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Consumer behavior in purchasing has changed during the pandemic from the market place (store) to the market space (online). Consumer behavior that prefers online shopping is motivated by convenience, which makes online shopping preferred by Indonesian people. This study aims to determine the effect of E-Trust, E-Security, and E-experience on online purchasing decisions at Shopee. The research sample used 100 respondents using a purposive sampling technique. This study uses primary data with the hypothesis testing method using multiple linear regression. The results of the study show that simultaneously and partially the variables E-Trust, E-Security and E-experience have a significant effect on online purchasing decisions at Shopee. This is because trust, security and experience with a website are said to have a role in influencing consumer attitudes towards what is done by website managers in marketing their products so as to produce an online purchase decision.

Keywords : E-Trust, E-Security, E-experience and Purchase Decision