

**PENGARUH KEPERCAYAAN KEMUDAHAN KUALITAS INFORMASI
RESIKO KINERJA DAN *WEBSITE QUALITY* TERHADAP KEPUTUSAN
PEMBELIAN SECARA *ONLINE***

**(STUDI PADA PENGGUNA SITUS JUAL BELI *ONLINE* SHOPEE DI KOTA BANDAR
LAMPUNG)**

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh kepercayaan, kemudahan, kualitas informasi, resiko kinerja dan *website quality* terhadap keputusan pembelian secara *online* pada pengguna situs jual beli *online* shopee di kota Bandar Lampung. Metode penentuan sampel pada penelitian ini menggunakan *random sampling* dengan kriteria *customer* atau orang yang sedang menggunakan *e-commerce* shopee di kota Bandar Lampung. Populasi dalam penelitian ini pengguna situs jual beli *online* shopee di kota Bandar Lampung dan sample yang diambil dalam penelitian ini sebanyak 96 responden. Metode analisis yang digunakan meliputi: uji *outer model*, *convergen validity*, *discriminant validity*, *average variant extracted(AVE)*, uji reabilitas, uji *inner model*, uji *goodness of fit(R square)*, dan pengujian hipotesis (uji T) dengan alat uji *SmartPLS V.3.0*. hasil penelitian membuktikan bahwa variabel kepercayaan, kemudahan, kualitas informasi dan *website quality* berpengaruh terhadap keputusan pembelian secara *online*. Sedangkan variabel resiko kinerja tidak berpengaruh terhadap keputusan pembelian secara *online*.

**Kata kunci : Kepercayaan, Kemudahan, Kualitas Informasi, Resiko Kinerja,
*Website Quality***

**THE EFFECT OF EASY TO TRUST OF THE INFORMATION QUALITY
ON PERFORMANCE RISK AND WEBSITE QUALITY ON ONLINE
PURCHASE DECISIONS
(STUDY OF SHOPEE ONLINE SITE USERS IN BANDAR LAMPUNG)**

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ABSTRACT

The purpose of this study was to empirically find the effect of trust, convenience, information quality, performance risk, and website quality on online purchasing decisions on shopee online site users in Bandar Lampung. The method of determining the sample in this study used random sampling with the criteria of customers on shopee e-commerce in Bandar Lampung. The population in this study was users of online shopee sites in Bandar Lampung. The samples of this study were 96 respondents. The analytical methods included outer model test, convergent validity, discriminant validity, average variant extracted (AVE), reliability test, inner model test, the goodness of fit (R square) test, and hypothesis testing (T-test) using the SmartPLS test tool. V.3.0. The results of this study found that trust, convenience, information quality, and website quality affected online purchasing decisions. Meanwhile, performance risk did not affect online purchasing decisions.

Keywords: Trust, Ease, Information Quality, Performance Risk, Website Quality