

## Faktor-faktor yang mempengaruhi keputusan pembelian melalui situs C-to-C E-commerce = Factors influencing purchasing decisions through C to C E-commerce

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### Abstrak

Penelitian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi keputusan pembelian konsumen khususnya di Jakarta melalui situs c-to-c e-commerce. Pengambilan keputusan pembelian dipengaruhi oleh beberapa faktor. Faktor-faktor tersebut adalah consumer trust, perceived risk, perceived benefit, dan intention of purchase. Lebih lanjut penelitian ini juga melihat faktor antecedent dari consumer trust dan perceived risk. Penelitian ini menggunakan Structural Equation Modelling (SEM), yang menemukan bahwa perceived benefit memiliki pengaruh yang kuat dalam pengambilan keputusan pembelian. Information quality, perceived privacy protection, perceived security protection, dan reputation berpengaruh terhadap kepercayaan konsumen. Sementara hanya perceived security protection yang ditemukan berpengaruh terhadap perceived risk.

*This study aimed to determine the factors that influence consumer purchase decisions, especially in Jakarta through the site c-to-c e-commerce. Purchase decision is influenced by several factors. These factors are consumer trust, perceived risk, perceived benefits, and the intention of purchase. Furthermore, this study also look at factors antecedents of consumer trust and perceived risk. This study uses Structural Equation Modeling (SEM), which found that the perceived benefits has a strong influence in making purchasing decisions. Information quality, perceived privacy protection, perceived security protection, and reputation effect on consumer trust. While only perceived security protection found effect on perceived risk.*