

# Pengaruh Persepsi Kegunaan Tinjauan Online, Kepercayaan, dan Risiko yang Dipersepsikan terhadap Niat Pembelian Online di E-commerce Indonesia = The Effect of Perceived Usefulness of Online Reviews, Trust, and Perceived Risk on Online Purchase Intention in Indonesia E-commerces

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## Abstrak

Investigasi online purchase intentions di e-commerce Indonesia dengan fokus pada pengaruh trust, perceived risk, and perceived usefulness of online reviews adalah tujuan dari penelitian ini. Temuan tersebut berasal dari survey online yang ditanggapi oleh 203 partisipan pengguna e-commerce di Indonesia. Menurut hasil dari Partial Least Squares - Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS, perceived usefulness of online reviews mempengaruhi trust dan online purchase intention. Selain itu, perceived risk dan online purchase intentions tidak terpengaruh oleh trust. Lalu, perceived risk mempengaruhi online purchase intention. Menurut temuan tersebut, perusahaan e-commerce Indonesia harus bekerja untuk mendorong pelanggan memposting ulasan positif secara online untuk meningkatkan kepercayaan dan memperkuat pembelian online.

.....Investigating online purchase intentions in Indonesian e-commerce with a focus on the influence of trust, perceived risk, and perceived usefulness of online reviews is the goal of this study. The findings came from an online survey that had 203 respondents of Indonesian e-commerces users. According to results from partial least squares structural equation modeling (PLS-SEM) using SmartPLS, the perceived value of online reviews affects trust and online purchase intention. Furthermore, perceived risk and purchase intention are unaffected by trust. Additionally, perceived risk affects plans to make purchases online. According to the findings, Indonesian e-commerce companies should work to encourage customers to post positive reviews online in order to increase trust and strengthen online purchases.