

ABSTRACT

This study was conducted to determine the influence of perceived risk and online to offline (O2O) system on customer trust Berrybenka. The purpose of this research is to know and analyze how the perceived risk, how online to offline (O2O) system, how customer trust, the influence of perceived risk and online to offline (O2O) system on customer trust of Berrybenka partially or simultaneously. The research method used in this research is quantitative method with associative-causality research. Sampling was conducted by non-probability sampling method with purposive sampling type, with 100 respondents, who had purchased product in Berrybenka and who knows about online to offline (O2O) system which has been operated by Berrybenka Data analysis techniques used are descriptive analysis and multiple linear regression analysis. Perceived risk and online to offline (O2O) system have significant effect partially to customer trust. Perceived risk and online to offline (O2O) system have a significant effect on customer trust simultaneously is about 31% and the rest of 69% is influenced by other factors not examined.

Keyword: *Perceived Risk, Online to Offline (O2O) System, Customer Trust, Berrybenka*