

ABSTRACT

The development of technology and information in the world, especially the internet, has experienced rapid development. Today's lifestyle changes due to the influence of technological developments, one of the most striking of these technological developments is gadgets and the tendency to move in cyberspace such as shopping online. Consumer factors decide on purchases at an online shop including risk perception (perceived risk), ease of use, and trust.

The purpose of this study is to measure the impact of perceived risk and ease of use on trust, perceived risk and ease of use on purchase intention and trust on purchase intention on Bukalapak online shopping site users in Bandung. This research method uses a quantitative method by collecting and measuring the perceptions of 211 respondents. The selection of respondents was conducted using the non-probability sampling method with a purposive sampling technique. This study uses Structural Equation Models (SEM) Lisrel 8.80.

The results of this study indicate that the Perceived Risk and Ease Of Use variables have a significant effect on Trust variables, Perceived Risk and Ease Of Use variables have a significant effect on variable Purchase Intention and Trust variables have a significant effect on variable Purchase Intention.

Keywords : Perceived Risk, Ease Of Use, Trust, Purchase Intention, Bukalapak