

ABSTRAK

Jumlah transaksi digital masyarakat Indonesia di masa pandemi COVID-19 meningkat cukup signifikan. Secara tren, transaksi *e-commerce* di Indonesia terus tumbuh dalam kurun waktu 2018-2021. Terdapat beberapa hal yang sangat penting diperhatikan dalam *e-commerce* tersebut diantaranya yaitu perilaku konsumen, kualitas layanan, pengalaman konsumen, persepsi resiko dan keamanan. Penelitian ini memiliki tujuan yaitu menganalisis pengaruh kepercayaan konsumen, kualitas layanan, pengalaman konsumen, persepsi resiko dan keamanan terhadap keputusan pembelian *online* melalui aplikasi tokopedia di Kota Manado. Metode yang digunakan Teknik pengambilan sampel dalam penelitian ini berupa purposive sampling dan jumlah sampel yang digunakan yaitu sebanyak 246 responden. Berdasarkan hasil penelitian, uji F menghasilkan nilai signifikansi 0,0000,05 dan f hitung lebih besar dari f tabel, f hitung 13,731 > dari f tabel 2,25. Melalui aplikasi Tokopedia di Kota Manado dapat disimpulkan bahwa kepercayaan konsumen, kualitas layanan, pengalaman pelanggan, persepsi risiko, dan keamanan memiliki pengaruh yang menguntungkan dan signifikan terhadap keputusan belanja online.

Kata Kunci : Pengalaman Konsumen, Persepsi Resiko Keamanan Dan Keputusan Pembelian



ABSTRACT

During the COVID-19 pandemic, the number of digital transactions performed by Indonesians increased dramatically. In the period 2018-2021, e-commerce transactions in Indonesia are expected to grow. Consumer behavior, service quality, consumer experience, risk perception, and security are all important factors to consider when doing business online. The goal of this study was to look at how consumer trust, service quality, customer experience, risk perception, and security influenced online purchasing decisions in Manado City using the Tokopedia app. The approach that was taken Purposive sampling was used in this study, with 246 people sampled. The study's findings revealed that a significant value of 0.000 0.05 was reached using the F test, and that f arithmetic was bigger than f table, with f arithmetic 13.731 > from f table 2.25. Through the Tokopedia application in Manado City, it was discovered that consumer trust, service quality, consumer experience, risk perception, and security have a favorable and significant impact on online shopping decisions.

Keywords: *Consumer Experience, Perception of Security Risk and Purchase Decision*

