

## **ABSTRAK**

**Josephine Audrey Alphiano (01015220060)**

**PENGARUH *PERCEIVED USEFULNESS OF ONLINE REVIEWS*, *TRUST*,  
DAN *PERCEIVED RISK* TERHADAP *ONLINE PURCHASE INTENTION*  
PADA E-COMMERCE BUKALAPAK**

(xvii + 164 ; 8 gambar ; 24 tabel)

Penelitian ini bertujuan untuk menganalisis *perceived usefulness of online reviews*, *trust*, dan *perceived risk* terhadap *online purchase intention* pada e-commerce Bukalapak. Penelitian ini menggunakan metode PLS-SEM untuk menganalisis data yang diperoleh dari 200 responden yang berdomisili di Jabodetabek yang merupakan pengguna e-commerce dan mengetahui Bukalapak namun belum pernah menggunakannya. Hasil penelitian menunjukkan bahwa: 1) *Perceived Usefulness of Online Reviews* berpengaruh positif terhadap *Trust*, 2) *Trust* berpengaruh negatif terhadap *Perceived Risk*, 3) *Perceived Usefulness of Online Reviews* tidak memiliki pengaruh terhadap *Online Purchase Intention*, 4) *Trust* berpengaruh positif terhadap *Online Purchase Intention*, 5) *Perceived Risk* berpengaruh negatif terhadap *Online Purchase Intention*, 6) *Trust* memediasi hubungan antara *Perceived Usefulness of Online Reviews* dan *Online Purchase Intention*, serta 7) *Perceived Risk* memediasi hubungan antara *Trust* dan *Online Purchase Intention*. Temuan ini menyarankan bahwa Bukalapak perlu meningkatkan kualitas ulasan online yang ditampilkan, memperkuat keamanan platform untuk membangun kepercayaan, dan mengurangi risiko yang dipersepsikan konsumen guna meningkatkan niat beli di platform mereka.

**Kata Kunci:** *E-Commerce, Perceived Usefulness of Online Reviews, Trust, Perceived Risk, Online Purchase Intention, Bukalapak*



## **ABSTRACT**

***Josephine Audrey Alphiano (01015220060)***

***THE INFLUENCE OF PERCEIVED USEFULNESS OF ONLINE REVIEWS,  
TRUST, AND PERCEIVED RISK ON ONLINE PURCHASE INTENTION ON  
THE BUKALAPAK E-COMMERCE PLATFORM***

*(xvii + 164 ; 8 images ; 24 tables)*

*This study aims to analyze the influence of perceived usefulness of online reviews, trust, and perceived risk on online purchase intention on the Bukalapak e-commerce platform. This research employs the PLS-SEM method to analyze data collected from 200 respondents residing in Jabodetabek who are e-commerce users and are familiar with Bukalapak but have never used it. The results indicate that: 1) perceived usefulness of online reviews positively influences trust, 2) trust negatively influences perceived risk, 3) perceived usefulness of online reviews does not have impact on online purchase intention, 4) trust positively influences online purchase intention, 5) perceived risk negatively influences online purchase intention, 6) trust mediates the relationship between perceived usefulness of online reviews and online purchase intention, and 7) perceived risk mediates the relationship between trust and online purchase intention. These findings suggest that Bukalapak should enhance the quality of displayed online reviews, strengthen platform security to build consumer trust, and reduce perceived risks to increase purchase intention on their platform.*

***Keywords: E-Commerce, Perceived Usefulness of Online Reviews, Trust, Perceived Risk, Online Purchase Intention, Bukalapak***