

## Pengaruh trust dan kaitannya dengan perceived value dalam online purchase intention = The effect of trust and its relation with perceived value in online purchase intention / Angtyasti Jiwasiddi

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20365642&lokasi=lokal>

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### Abstrak

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Pembelanjaan melalui internet terus meningkat dari tahun ke tahun, pada awalnya pembelanjaan online didominasi oleh produk – produk kategori search product seperti buku dan CD, yang menarik dalam perkembangannya produk apparel yang tadinya dianggap experience product dengan kategori resiko tinggi meningkat dengan sangat pesat di beberapa tahun terakhir. Selain dari alasan tersebut penelitian yang mendalami mengenai kaitan antara trust dan perceived value dalam internet marketing masih sangat terbatas. Berdasarkan alasan – alasan tersebut yang membuat topik ini jadi menarik untuk diteliti. Hasil dari penelitian ini menunjukkan bahwa tidak banyak kriteria persis yang berlaku sama untuk kedua tipe produk / website ini, diantaranya penelitian ini menemukan bahwa kesamaan pada keduanya dimana perceived value meningkatkan purchase intention pada keduanya, Perceived risk tidak memberikan pengaruh negatif terhadap purchase intention bagi kedua tipe produk / website, Pengaruh trust dan moderasi trust ternyata tidak mempengaruhi secara signifikan, sedangkan pleasure merupakan faktor yang sangat penting bagi kedua buah situs web. Hasil lebih lanjut ada dalam pembahasan tesis ini.

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#### <b>ABSTRACT</b><br>

Internet shopping is continue to rise significantly each year, in the beggining, online shopping is dominated by products in search category such as books and CD's, what interesting is in the last few years one of the most increasing number of products purchased online are clothing products, an experience product that is considered high risk for online purchase, along with that reason is the fact that research about value and perveived trust in internet shopping is very limited, this is several reasons why it is interesting to conduct this research and compare the two products / website between books and clothing. The findings shows that not many criteria that can be applied generally to both products / website. Among them are perceived value, perceived value do have a significant impact on increasing purchase intention. Perceived Risk turns out to be not negatively impact purchase intention for both products / website. The role of trust doesn't give a significant impact in this model. And there are a strong evidence that pleasure have a significant effect on both of the product category, and also directly influence purchase intention for clothing product. Results and the

complete finding of this research can be read in the full paper of this Thesis.