

ABSTRACT

***THE USEFUL PERCEPTION, THE RISK, THE ADVERTISEMENT DISPLAY
AND THE LEVEL OF CONFIDENCE AND
THE INFLUENCES OF THE CONSUMER
DECISION OF BUYING AT
THE ONLINE SHOP
(The Case Studies Of Consumer Online Shop Skincarethai_Ori Of The Instagram
Social Media At Bandar Lampung)***

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This research goal is to know the most influence of the useful perception, the risk, the advertisement display and the level of confidence and the influences of the consumer decision of buying at the online shop skincarethai_ori. Sampling technique use the sampling purposive to 100 consumer of skincarethai_ori at Bandar Lampung. The collect data method with questionnaire. The instrument test with validity and reliability. The result of the data analysis show that as a partrial variable useful perception and the risk is not significant influence of buying decision. Otherwise the advertisement display variable and the level of confidence result significant influence of the buying decision. Base on the F test that result is simultant to useful perception, the risk, the advertisement display and the level of confidence is togetherness significant influence to buying decision.

Keywords: The Advertisement Display, The Buying Decision, The Level of Confidence, The Risk and The Useful Perception.

ABSTRAK

**PERSEPSI MANFAAT, RESIKO, TAMPILAN IKLAN, DAN TINGKAT
KEYAKINAN SERTA PENGARUHNYA
TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN DI *ONLINE SHOP*
(Studi Kasus Pada Konsumen *Online Shop Skincarethai_ori* di Media Sosial
Instagram di Bandar Lampung)**

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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh persepsi manfaat, resiko, tampilan iklan, dan tingkat keyakinan terhadap keputusan pembelian konsumen di *online shop skincarethai_ori*. Teknik *sampling* menggunakan teknik *purposive sampling* terhadap 100 konsumen *skincarethai_ori* di Bandar Lampung yang pernah atau sedang melakukan transaksi di *online shop skincarethai_ori*. Metode pengumpulan data dengan kuesioner. Uji instrumen dilakukan dengan uji validitas dan reliabilitas. Hasil analisis data menunjukkan bahwa secara parsial variabel persepsi manfaat dan resiko tidak berpengaruh signifikan terhadap keputusan pembelian. Sedangkan variabel tampilan iklan dan tingkat keyakinan berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan uji F didapatkan hasil secara simultan persepsi manfaat, resiko, tampilan iklan dan tingkat keyakinan secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Keputusan Pembelian, Persepsi Manfaat, Resiko, Tampilan Iklan dan Tingkat Keyakinan.