

ABSTRAK

PENGARUH *ONLINE TRUST*, *SHOPPING ORIENTATION*, DAN *PURCHASE EXPERIENCE* TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Konsumen *Online Shop Myrubylicious*)

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Penelitian ini bertujuan untuk mengetahui besarnya pengaruh *online trust*, *shopping orientation*, dan *purchase experience* terhadap keputusan pembelian konsumen *online shop Myrubylicious*. Jenis penelitian *explanatory research* dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan metode *nonprobability sampling* dengan jumlah sampel sebesar 385 responden. Data diperoleh dari kuesioner menggunakan *Method of Successive Interval (MSI)*. Analisis data penelitian ini menggunakan analisis regresi linear berganda dengan alat bantu *software SPSS 26.0*. Penelitian ini menunjukkan bahwa secara parsial variabel *online trust* berpengaruh signifikan terhadap keputusan pembelian sebesar 9,5%, *shopping orientation* berpengaruh signifikan terhadap keputusan pembelian sebesar 48,2%, dan *purchase experience* berpengaruh signifikan terhadap keputusan pembelian sebesar 31,4%. Sedangkan hasil pengujian secara simultan menunjukkan bahwa variabel *online trust*, *shopping orientation*, dan *purchase experience* berpengaruh signifikan sebesar 61,4% terhadap keputusan pembelian konsumen *online shop Myrubylicious*.

Kata Kunci: *Online Trust*, *Shopping Orientation*, *Purchase Experience*, Keputusan Pembelian.

ABSTRACT

THE EFFECT OF ONLINE TRUST, SHOPPING ORIENTATION, AND PURCHASE EXPERIENCE ON PURCHASE DECISIONS (Study on Consumers Online Shop Myrubylicious)

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The purpose of the research to know the magnitude of the influence of online trust, shopping orientation, and purchase experience on consumer purchasing resolve of Myrubylicious online shop. This explanatory research used a quantitative approach. The sampling technique was purposive sampling technique. Then a sample with a total of 385 respondents. The data collected in this research was questionnaire. The Questionnaire used Method of Successive Interval (MSI). The data analyzed in this research used multiple linear regression analysis with SPSS 26.0 software tools. This research shows that 9,5% partially online trust has a significant effect on purchasing decisions, then 48.2% shopping orientation has a significant effect on purchasing decisions, and 31.4% purchasing experience has a significant effect on purchasing decisions. Meanwhile, the simultaneous test results show that the online trust, shopping orientation, and purchasing experience variables have a significant effect of 61.4% on the purchasing decisions of Myrubylicious online shop consumers.

Keywords: Online Trust, Shopping Orientation, Purchase Experience, Purchase Decision