

**PENGARUH KEAMANAN KEMUDAHAN DAN PERSEPSI
RESIKO TERHADAP MINAT BELI PRODUK HIGH
INVOLVEMENT SECARA ONLINE DI TOKOPEDIA**

Nama : satrio amirul akbar

NIM 101151146

Pembimbing : Nur Elisa Faizaty, S.E., M.Si.

ABSTRAK

Perkembangan dunia digital dan teknologi memicu semakin maraknya orang melakukan transaksi pembelian barang secara online dan salah satu situs jual beli online terbesar di Indonesia adalah tokopedia. Kemudahan menggunakan menjadi salah satu faktor yang penting pengaruhnya dan faktor keamanan menjadi faktor penting selanjutnya karena banyak kejadian cyber terjadi dalam fenomena jual beli online serta Persepsi Risiko calon konsumen menjadi salah satu juga yang menarik dikaji untuk mengetahui perilaku mereka dalam minat beli Produk yang tergolong high involvement yang sering menjadi objek kasus penipuan di Tokopedia maupun situs jual beli online. Oleh sebab itu, penelitian ini dilakukan untuk menguji pengaruh keamanan kemudahan dan persepsi resiko terhadap minat beli produk high involvement secara online di tokopedia. Pada penelitian ini yang menjadi populasi adalah warga kabupaten mojokerto yang pernah atau yang belum pernah melakukan pembelian produk yang tergolong high involvement ke situs e-commerce tokopedia. Sampel yang diambil sebanyak 100 responden. Teknik pengambilan sampel menggunakan purposive sampling. Kuesioner telah diuji dan telah memenuhi syarat validitas dan reliabilitas. Pengujian hipotesis menggunakan analisis regresi berganda .Hasil analisis regresi linier berganda menunjukkan bahwa: 1) nilai koefisien regresi variabel keamanan (X1) sebesar 2,907 dengan nilai signifikansi sebesar 0,009; 2) nilai koefisien regresi variabel kemudahan (X2) sebesar 6,175 dengan nilai signifikansi sebesar 0,000; 3) nilai koefisien regresi Persepsi resiko (X3) sebesar 3,521 dengan nilai signifikansi sebesar 0,003. Berarti, seluruh hipotesis yang diajukan terbukti.

Kata kunci: keamanan, kemudahan, persepsi resiko, minat, beli, produk high involvement, tokopedia

**THE INFLUENCE OF SECURITY, CONVENIENCE, AND PERCEIVED
RISKON INTEREST IN BUYING HIGH-INVOLVEMENT PRODUCTS
ONLINE AT TOKOPEDIA**

Student Name : Satrio amirul akbar

Student Identity Number : 1011510146

Supervisor : Nur Elisa Faizaty, S.E., M.Si.

The development of the digital world and technology has triggered more and more people to buy goods online and one of the largest online buying and selling sites in Indonesia is Tokopedia. Ease of use is one of the important factors in its influence and the security factor is the next important factor because many cyber crimes occur in the phenomenon of online buying and selling and the risk perception of potential consumers is also one that is interesting to study to find out their behavior in buying interest in products that are classified as high involvement. which is often the object of fraud cases on Tokopedia and online buying and selling sites. Therefore, this study was conducted to examine the effect of security, convenience and perceived risk on interest in buying high-involvement products online at Tokopedia. In this study, the population is Mojokerto Regency residents who have or have never purchased products classified as high involvement to the e-commerce site Tokopedia. Samples were taken as many as 100 respondents. The sampling technique used was purposive sampling. The questionnaire has been tested and has met the validity and reliability requirements. Hypothesis testing using multiple regression analysis. The results of multiple linear regression analysis show that: 1) the regression coefficient value of the security variable (X1) is 2.907 with a significance value of 0.009; 2) the regression coefficient value of the convenience variable (X2) is 6.175 with a significance value of 0.000; 3) the risk perception regression coefficient (X3) is 3.521 with a significance value of 0.003. This means that all the hypotheses proposed are proven.

Keywords: security, convenience, risk perception, interest, purchase, high involvement product, tokopedia