

**PENGARUH *PERCEIVED USEFULNESS OF ONLINE REVIEWS, TRUST,*  
DAN *PERCEIVED RISK* TERHADAP *ONLINE PURCHASE INTENTION*  
PADA “TOKOPEDIA” DI INDONESIA**

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**ABSTRAK**

Perkembangan teknologi di era *modern* menjadikan pola perilaku masyarakat menjadi gemar melakukan belanja *online* menggunakan aplikasi di *gadget*-nya. Penelitian ini dilakukan untuk mengetahui pengaruh *perceived usefulness of online reviews, trust,* dan *perceived risk* terhadap *online purchase intention* pada situs belanja *online* Tokopedia di Indonesia. Pengolahan data dilakukan menggunakan analisis *Structural Equation Modeling* (SEM) dengan *software AMOS Graphics*. Pengumpulan data dilakukan dengan melakukan penyebaran kuesioner dan diperoleh 250 responden yang memenuhi kriteria dalam penelitian ini. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan antara *perceived usefulness of online reviews* terhadap *trust, trust* terhadap *online purchase intention* dan adanya pengaruh negatif dan signifikan antara *perceived risk* terhadap *online purchase intention*. Sedangkan *trust* terhadap *perceived risk* tidak ditemukan pengaruh negatif dan *perceived usefulness of online reviews* terhadap *online purchase intention* tidak berpengaruh.

**Kata kunci:** *perceived usefulness of online reviews, trust, perceived risk, online purchase intention.*

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*Technological developments in the modern era have made people's behavior patterns become fond of doing online shopping using applications on their gadgets. This research was conducted to determine the effect of perceived usefulness of online reviews, trust, and perceived risk on online purchase intention on the online shopping site Tokopedia in Indonesia. Data processing was carried out using Structural Equation Modeling (SEM) analysis with AMOS Graphics software. Data collection was carried out by distributing questionnaires and obtained 250 respondents who met the criteria in this study. The results of the study show that there is a positive and significant influence between perceived usefulness of online reviews on trust, trust on online purchase intention and a negative and significant effect between perceived risk on online purchase intention. Meanwhile, there was no negative effect on perceived risk and perceived usefulness of online reviews on online purchase intention had no effect.*

**Keywords:** *perceived usefulness of online reviews, trust, perceived risk, online purchase intention.*