

**PENGARUH KEPERCAYAAN, PERSEPSI MANFAAT, PERSEPSI
KEMUDAHAN, DAN PERSEPSI RISIKO TERHADAP MINAT BELI DI
E-COMMERCE**

**(STUDI KASUS PADA MAHASISWA PROGRAM STUDI AKUNTANSI
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ABSTRAK

Tujuan Penelitian ini adalah untuk mengetahui pengaruh kepercayaan, persepsi manfaat, persepsi kemudahan, dan persepsi risiko terhadap minat beli di e-commerce. Jenis penelitian ini adalah penelitian kuantitatif dengan pendekatan asosiatif. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling* yang termasuk dalam metode *nonprobability sampling*. Hasil uji kualitas data menyatakan data valid dan reliabel. Analisis data yang digunakan adalah metode analisis regresi linier berganda. Hasil uji t (uji hipotesis) menunjukkan bahwa kepercayaan, persepsi manfaat, dan persepsi kemudahan berpengaruh signifikan terhadap minat beli di *e-commerce*, persepsi risiko tidak berpengaruh terhadap minat beli di *e-commerce*. Implikasi dari penelitian ini yaitu mahasiswa akuntansi dapat menjadi sosok digenerasi milenial saat ini yang selektif dalam melakukan pembelian di *e-commerce* dan mampu mendorong berkembangnya sistem *e-commerce* untuk memperkecil risiko yang mungkin terjadi.

Kata Kunci: *Kepercayaan, Persepsi Manfaat, Persepsi Kemudahan, Persepsi Risiko, Minat Beli Di E-Commerce*

***THE EFFECT OF TRUST, PERCEIVED USEFULNESS, PERCEIVED
EASE OF USE, AND PERCEIVED RISK ON BUYING INTEREST IN E-
COMMERCE***

***(CASE STUDY ON ACCOUNTING STUDENTS OF MERCU BUANA
UNIVERSITY OF YOGYAKARTA)***

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ABSTRACT

The purpose of this study was to determine the effect of trust, perceived usefulness, perceived ease of use, and perceived risk on buying interest in e-commerce. This type of research is quantitative research with an associative approach. The sampling technique used is purposive sampling which is include in the method of nonprobability sampling. The results of data quality test show that the data was valid and reliable. Analysis of the data used with multiple linear regression analysis method. The results of the t test (hypothesis testing) show that trust, perceived usefulness, and perceived ease of use has a significant effect on the buying interest in e-commerce, the perceived risk does not affect the buying interest in e-commerce. The implication of this research is that accounting students can become figures in the current millennial generation who are selective in making purchases in e-commerce and are able to encourage the development of e-commerce systems to minimize risks that may occur.

Keywords: *Trust, Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Buying Interest in E-Commerce*