

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *e-trust*, *information quality*, dan *e-service quality* terhadap keputusan pembelian konsumen pada Tokopedia. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner kepada sampel sebanyak 107 konsumen Tokopedia yang melakukan pembelian produk secara *online* yang berusia minimal 17 tahun. Analisis data yang digunakan dalam penelitian ini adalah uji regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial variabel *e-trust* tidak berpengaruh signifikan terhadap keputusan pembelian konsumen pada Tokopedia, variabel *information quality* berpengaruh signifikan terhadap keputusan pembelian konsumen pada Tokopedia, variabel *e-service quality* berpengaruh signifikan terhadap keputusan pembelian konsumen pada Tokopedia. Hasil penelitian menunjukkan bahwa secara simultan variabel *e-trust*, *information quality*, dan *e-service quality* berpengaruh signifikan terhadap keputusan pembelian konsumen.

Kata Kunci: *E-Trust*, *Information Quality*, *E-Service Quality*. Keputusan Pembelian.

ABSTRACT

This study aims to determine the effect of e-trust, information quality, and e-service quality on consumer purchasing decisions at Tokopedia. This research was conducted with a quantitative approach. Primary data collection was carried out by distributing questionnaires to a sample of 107 Tokopedia consumers who purchased products online who were at least 17 years old. Analysis of the data used in this study is multiple linear regression test. The results show that partially the e-trust variable has no significant effect on consumer purchasing decisions at Tokopedia, the information quality variable has a significant effect on consumer purchasing decisions at Tokopedia, the e-service quality variable has a significant effect on consumer purchasing decisions at Tokopedia. The results of the study show that simultaneously the variables of e-trust, information quality, and e-service quality have a significant effect on consumer purchasing decisions.

Keywords: *E-Trust, Information Quality, E-Service Quality. Buying decision.*