

## ABSTRAK

**Tami Nindy Astari, 2019; Pengaruh *Past Experience* dan *Perceived Risk* terhadap *Purchase Intention* pada Situs Lazada dengan *Trust* sebagai Variabel *Intervening*. Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, SE., M.Si & Andrian Haro, S.Si., MM**

Tujuan dari penelitian ini adalah: 1) untuk mengetahui apakah pengaruh *past experience* berpengaruh signifikan terhadap *purchase intention*. 2) Untuk mengetahui apakah *perceived risk* berpengaruh signifikan terhadap *purchase intention*. 3) Untuk mengetahui apakah *past experience* berpengaruh signifikan terhadap *trust*. 4) Untuk mengetahui apakah *perceived risk* berpengaruh signifikan terhadap *trust*. 5) Untuk mengetahui apakah *purchase intention* berpengaruh signifikan terhadap *trust*. 6) Untuk mengetahui apakah *past experience* diduga berpengaruh signifikan terhadap *purchase intention* melalui *trust* sebagai variabel *intervening*. 7) Untuk mengetahui apakah *perceived risk* diduga berpengaruh signifikan terhadap *purchase intention* melalui *trust* sebagai variabel *intervening*. Metode pengumpulan data menggunakan metode survey dengan instrument berupa kuesioner. Objek penelitian ini adalah 200 responden yang pernah berbelanja secara online. Teknis analisis data menggunakan Lisrel dan SPSS versi 23 untuk mengolah dan menganalisis data hasil penelitian. Teknik *Sampling* yang digunakan pada penelitian adalah *purposive sampling*. Hasil dari penelitian ini adalah *past experience* berpengaruh signifikan terhadap *purchase intention*., *perceived risk* berpengaruh signifikan terhadap *purchase intention*, *past experience* berpengaruh signifikan terhadap *trust*, *perceived risk* berpengaruh signifikan terhadap *trust*. *purchase intention* berpengaruh signifikan terhadap *trust*, *past experience* diduga berpengaruh signifikan terhadap *purchase intention* melalui *trust* sebagai variabel *intervening*, *perceived risk* diduga berpengaruh signifikan terhadap *purchase intention* melalui *trust* sebagai variabel *intervening*

**Kata kunci: *past experience*, *purchase intention*, *perceived risk*, *trust*, Lazada**

## **ABSTRACT**

***Tami Nindy Astari, 2019; Effect of Past Experience and Perceived Risk on Purchase Intention on Lazada Sites with Trust as Intervening Variables. Thesis, Jakarta: Marketing Management Concentration, Management S1 Study Program, Faculty of Economics, Jakarta State University. Advisory Team: Setyo Ferry Wibowo, SE., M.Sc & Andrian Haro, S.Si., MM***

*The objectives of this study are: 1) to determine whether the past experience influence has a significant effect on purchase intention. 2) To find out whether perceived risk has a significant effect on purchase intention. 3) To find out whether the past experience has a significant effect on trust. 4) To find out whether perceived risk has a significant effect on trust. 5) To find out whether purchase intention has a significant effect on trust. 6) To find out whether past experience is thought to have a significant effect on purchase intention through trust as an intervening variable. 7) To determine whether perceived risk is thought to have a significant effect on purchase intention through trust as an intervening variable. The method of data collection uses a survey method with an instrument in the form of a questionnaire. The object of this study was 200 respondents who had shopped online. Technical data analysis uses Lisrel and SPSS version 23 to process and analyze research data. The sampling technique used in the study was purposive sampling. The results of this study are that past experience has a significant effect on purchase intention, perceived risk has a significant effect on purchase intention, past experience has a significant effect on trust, perceived risk has a significant effect on trust. purchase intention has a significant effect on trust, past experience is thought to have a significant effect on purchase intention through trust as an intervening variable, perceived risk is thought to have a significant effect on purchase intention through trust as an intervening variable*

***Keywords: past experience, purchase intention, perceived risk, trust, Lazada***