

## ABSTRAK

### PENGARUH KEPERCAYAAN DAN RISIKO TOKO ONLINE LAZADA TERHADAP MINAT BELI MAHASISWA

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kepercayaan dan risiko toko online lazada terhadap minat beli mahasiswa. Penelitian dilaksanakan di Yogyakarta pada bulan November-Desember 2021.

Penelitian ini merupakan penelitian eksplanatori. Populasi penelitian adalah seluruh mahasiswa Yogyakarta yang menggunakan situs Lazada.co.id. Sampel penelitian sebanyak 100 mahasiswa. Teknik sampling yang digunakan adalah kuota *sampling*. Teknik pengumpulan data yang digunakan kuesioner *online* melalui *Google Form*. Teknik analisis data yang digunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) kepercayaan berpengaruh positif terhadap minat beli mahasiswa; (2) risiko toko online tidak berpengaruh terhadap minat beli mahasiswa; dan (3) kepercayaan dan risiko toko online berpengaruh terhadap minat beli mahasiswa.

**Kata kunci:** kepercayaan, risiko, minat beli, toko online, Lazada, penelitian eksplanatori

**ABSTRACT**

***THE EFFECT OF LAZADA ONLINE STORES TRUST AND RISK ON  
STUDENT BUYING INTEREST***

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*The purpose of this study was to determine and analyze the effect of trust and risk on the Lazada online stores on students buying interest. This research was conducted in Yogyakarta in November-December 2021.*

*The research is an explanatory research. The research population were all students in Yogyakarta who use the Lazada.co.id site. The research sample covered 100 students. The research sampling technique was quota sampling. The data collection techniques used online questionnaires through Google Form. The data analysis technique used was multiple linear regression analysis.*

*The results of data analysis showed that: (1) trust had positive effect on student buying interest; (2) risk in online stores had no effect on student buying interest; and (3) trust and risk in online stores affected on student buying interest.*

**Keywords:** *trust, risk, buying interest, online stores, Lasada, explanatory research*

