

# PURCHASE DECISION BASED ON CONSUMER TRUST AND EASE OF USE WITH PERCEIVED RISK AS AN INTERVENING VARIABLE IN SHOPEE E-COMMERCE (A Case Study on the Community of Bogor City)

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## Abstract

**Background** - The development of internet users has led to a shift in consumer behavior from offline (conventional) purchases to online shopping or e-commerce transactions.

**Purpose** - This study aims to analyze the influence of consumer trust and ease of use on purchasing decisions through perceived risk as an intervening variable in Shopee e-commerce.

**methodology** - The data used in this study is ordinal data converted into metric interval scale data using the Method of Successive Interval (MSI). Data analysis includes descriptive and verificative methods, as well as Path Analysis and the Sobel Test for the intervening variable.

**Findings** - The results indicate that consumer trust positively influences perceived risk, ease of use positively influences perceived risk, consumer trust positively influences purchasing decisions, ease of use positively influences purchasing decisions, and perceived risk positively influences purchasing decisions. Furthermore, consumer trust indirectly influences purchasing decisions through perceived risk, and ease of use indirectly influences purchasing decisions through perceived risk.

**Originality** - The advantages of this research are as follows: 1. The research is specific, clear, and detailed. The data used in this study is in numerical form, making the meaning clear and easily computable. Numerical data can provide a more detailed picture without requiring lengthy explanations. 2. The information or data obtained will be processed using the SPSS statistical application, ensuring that the results are accurate and reliable, without involving the personal opinions of the researcher.

Keywords: E-Commerce, Consumer Trust, Ease of Use, Purchasing Decisions, Perceived Risk.

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