

ABSTRACT

The rapid development of the internet has had a significant impact on business development in Indonesia, one of which is the emergence of electronic commerce (e-commerce). E-commerce has created a phenomenon of shifting consumer shopping behavior from offline to online through e-commerce platforms. Lazada is one of the largest e-commerce platforms in Indonesia. Lazada once dominated the e-commerce market in Indonesia. However, over time, many new e-commerce have emerged. Competition in the e-commerce business is also getting tougher. The rapid development of the internet and the increase in e-commerce business in Indonesia are not in line with Lazada's success. Lazada experienced a decrease in the number of consumer visits and had a small market share, which ultimately made Lazada a ranking decline because it lost in competition. The decrease in the number of consumers and the small market share of Lazada indicate the reduced desire of consumers to make online purchasing decisions at Lazada. This study aims to analyze the effect of trust, risk perception, and e-service quality on purchasing decisions at Lazada with purchase intention as an intervening variable.

The population used in this study are Lazada users in Indonesia. The number of samples used in this study were 130 respondents. The data method used in this research is a questionnaire. The data obtained were then processed and analyzed using the Structural Equation Modeling (SEM) analysis technique with AMOS 24.0 analysis tool.

Based on the results of this study, it was found that trust has a positive and significant effect on purchase intention. Risk perception has a positive and significant effect on purchase intention, e-service quality has a positive and significant effect on purchase intention, and purchase intention has a positive and significant effect on purchasing decisions.

Keywords: Trust, Risk Perception, E-Service Quality, Purchase Intention, Purchase Decision.