

ABSTRACT

This study aims to obtain empirical evidence of the influence of experience and perceived usefulness on trust and to obtain empirical evidence of the influence of trust in online purchasing preferences in Semarang City.

The population used in this study are consumers who shop online in Semarang. Samples in this study were 200 respondents and the techniques used are non-probability sampling with purposive sampling approach. The data in this study through a questionnaire survey method with the Disagree-Agree Scale 1-10. The data that meet the validity test, reliability test, and classical assumptions test that form a regression equation. The independent variable of this study include experience and perceived usefulness. With online purchasing preferences as dependent variable and trust as intervening variable. Hypothesis testing using t-test showed that two independent variables have positive and significant impact on intervening variable and dependent variable, too. Then through the F test can be seen that the two independent variables is feasible to test the dependent variable.

Adjusted R Square Model I value shows that 53,4% of trust can be explained by the two independent variables in the regression equation. While the remaining 46,6% is explained by other variables used outside this study. Then the value of Adjusted R Square Model II is equal to 0,551, which means that the ability of trust to explains online purchasing preferences is 55,1%, so there is still 44,9% remaining require any other mediating outside this study.

Keywords : experience, perceived usefulness, trust, and online purchasing preferences.