

ABSTRACT

This study aims to analyze the factors that affect consumers in the city of Semarang in making purchasing decisions on e-commerce Zalora. The independent variables used are the perceived price (X1), consumer trust (X2) and perceived risk (X3). The dependent variable is the Purchase Decision (Y).

The sampling method used on this research is non-probability sampling with purposive sampling technique. Samples were collected from 100 respondents on Semarang who had made an online purchase transaction at official web Zalora. Data were then processed and analyzed using IBM SPSS Statistics version 23 program.

The research result showed that only perceived price and consumer trust have positive influence to the purchase decision, significantly; while perceived risk has negative influence, but not in a significant way. In other words, the hypothesis positive influence of perceived price and consumer trust to purchase decision is accepted; meanwhile, the negative influence hypothesis of perceived risk to purchase decision is rejected.

Keywords: perceived price, consumer trust, perceived risk, purchase decision