

ABSTRAK

Skripsi dengan judul “Pengaruh *Live Streaming* Kepercayaan dan Persepsi Resiko terhadap Keputusan Pembelian melalui Shopee pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Odika Syifa'un Nisa, NIM. 126405211010, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing Ibu Lativa Hartiningtyas, M.Pd.

Kata Kunci: *live streaming*, kepercayaan, persepsi resiko, keputusan pembelian, Shopee

Penelitian ini dilatar belakangi oleh pesatnya perkembangan teknologi informasi di era digital dalam bidang ekonomi khususnya pada aktivitas belanja dalam jaringan melalui *e-commerce* seperti Shopee. Fitur *live streaming* semakin populer digunakan oleh pelaku bisnis *e-commerce* sebagai media promosi. Tingkat kepercayaan serta persepsi resiko menjadi faktor penting yang memengaruhi keputusan pembelian konsumen karena pada transaksi dalam jaringan memiliki banyak kekhawatiran seperti ketidakpastian kualitas produk dan keamanan dalam bertransaksi.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh *live streaming* kepercayaan dan persepsi resiko terhadap keputusan pembelian melalui Shopee, (2) menguji pengaruh *live streaming* terhadap keputusan pembelian melalui Shopee, (3) menguji pengaruh kepercayaan terhadap keputusan pembelian melalui Shopee, (4) menguji pengaruh persepsi resiko terhadap keputusan pembelian melalui Shopee.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *probability sampling* dengan metode *proportionate stratified random sampling* dengan sampel 92 responden yaitu mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung angkatan 2021. Metode analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) variabel *live streaming*, kepercayaan dan persepsi resiko secara simultan memengaruhi keputusan pembelian melalui Shopee, (2) variabel *live streaming* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui Shopee, (3) variabel kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian melalui Shopee, (4) variabel persepsi resiko tidak berpengaruh signifikan terhadap keputusan pembelian melalui Shopee.

ABSTRACT

The thesis with the title "The Influence of Live Streaming, Trust, and Risk Perception on Purchase Decisions through Shopee in FEBI Students of UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021" was written by Odika Syifa'un Nisa, NIM 126405211010, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, with Supervisor Mrs. Lativa Hartiningtyas, M.Pd.

Keywords: live streaming, trust, risk perception, purchase decision, Shopee

This research is based on the rapid development of information technology in the digital era in the economic sector, especially in online shopping activities through e-commerce such as Shopee. The live streaming feature is increasingly popular with e-commerce business people as a promotional medium. The level of trust and risk perception are important factors that affect consumers' purchasing decisions because online transactions have many concerns such as uncertainty of product quality and security in transactions.

The purpose of this study is to (1) test the influence of Live Streaming, Trust and Risk Perception on Purchase Decisions through Shopee, (2) test the influence of live streaming on purchase decisions through Shopee, (3) test the influence of trust on purchase decisions through Shopee, (4) test the influence of risk perception on purchase decisions through Shopee.

This study uses a quantitative approach with an associative type. The sampling technique in this study uses a probability sampling technique with a proportionate stratified random sampling method with a sample of 92 respondents, namely FEBI UIN Sayyid Ali Rahmatullah Tulungagung students class of 2021. The data analysis method uses multiple linear regression.

The results showed that (1) the variables of live streaming, trust and risk perception simultaneously affected purchase decisions through Shopee, (2) the live streaming variables had a positive and significant effect on purchase decisions through Shopee, (3) the trust variable had a positive and significant effect on purchase decisions through Shopee, (4) the variable of risk perception did not have a significant effect on purchase decisions through Shopee.