

ABSTRAK

Ryan Rizky, 110911169, Hubungan Antara Perceived Risk Terhadap Keputusan Membeli Grosir Pada Toko Online Elegant Sprei, *Skripsi*, Fakultas Psikologi Universitas Airlangga, 2013.

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Penelitian ini bertujuan melihat hubungan perceived risk terhadap keputusan membeli grosir pada toko online Elegant Sprei. Perceived risk merupakan ketidakpastian yang konsumen hadapi ketika mereka tidak dapat meramalkan konsekuensi dari keputusan pembelian mereka. Diantara beberapa dimensi perceived risk, terdapat empat dimensi antara lain financial risk, performance risk, source risk dan delivery risk yang dihubungkan dengan keputusan membeli grosir.

Penelitian dilakukan kepada 68 orang pembeli grosir pada toko online Elegant Sprei. Alat pengumpul data perceived risk dan keputusan membeli terdiri dari 37 butir item. Analisa data dilakukan dengan teknik statistik nonparametrik Spearman Rank dengan bantuan program SPSS 16 for Windows.

Dari hasil analisa data diperoleh korelasi antara perceived risk dengan keputusan membeli grosir sebesar 0,028 dengan nilai koefisien korelasi sebesar 0,267. Hal ini menunjukkan terdapat hubungan antara perceived risk terhadap keputusan membeli grosir pada toko online Elegant Sprei. Selain itu hubungan perceived risk dengan keputusan membeli grosir pada toko online Elegant Sprei mempunyai arah positif dan kekuatan hubungan yang lemah.

Kata kunci : *perceived risk, keputusan membeli*
Daftar Pustaka, 42 (1994-2012)

ABSTRACT

**Ryan Rizky, 110911169, Relationship Between Perceived Risk Toward Wholesale Purchase Decision In Elegant Sprei Online Store, Thesis, Faculty of Psychology Airlangga University, 2013.
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This study examines the relationship between perceived risk to the decision to buy wholesale online store Elegant Sprei. Perceived risk is the uncertainty that consumers face when they can not predict the consequences of their purchase decisions. Among the several dimensions of perceived risk, there are four dimensions such as financial risk, performance risk, source of risk and delivery risk associated with the decision to buy wholesale.

The study was conducted to 68 people at the wholesale buyers of Elegant Sprei online store. Data collection tool perceived risk and the decision to buy an item consists of 37 items. Data analysis was done by using nonparametric Spearman Rank statistics with SPSS 16 for Windows.

From the analysis of the data obtained by the correlation between the perceived risk by the decision of buying wholesale value of 0,028 with a correlation coefficient of 0,267. This suggests there is a relationship between perceived risk on purchase decisions wholesale on online stores Elegant Sprei. In addition to the risk perceived relationship with the decision to buy wholesale on line store Elegant Sprei has a positive direction and the strength of weak ties.

Keywords: *perceived risk, purchase decision*
Bibliography, 42 (1994-2012)