

ABSTRAK

Penelitian ini menguji pengaruh *Perceived Ease Of Use*, *Perceived of Usefulness*, dan *Perceived Risk* terhadap *Trust* dan *Purchase Intention*. Penelitian ini menggunakan Bridestory sebagai objek penelitian, dimana Bridestory adalah sebuah *online marketplace* yang mewadahi penyedia jasa di bidang pernikahan. Menggunakan desain penelitian dengan analisa PLS-SEM digunakan untuk metode analisis penelitian. Pengumpulan data dengan jumlah responden 100 dengan ketentuan responden berusia 24-35 tahun bergender pria dan wanita.

Variabel terukur pada penelitian ini ialah *Perceived Ease Of Use*, *Perceived of Usefulness*, dan *Perceived Risk* , *Trust* dan *Purchase Intention* diukur dengan menggunakan skala *likert* 5 poin. Penelitian ini menemukan bahwa terdapat pengaruh *Perceived Ease Of Use*, *Perceived of Usefulness*, dan *Perceived Risk* , terhadap *Trust in market maker*. Selanjutnya, *Trust in market maker* memiliki pengaruh terhadap *Trust in seller*. Terakhir, *Trust in seller* memiliki pengaruh terhadap *purchase intention*.

Kata kunci: *online marketplace*, *Perceived Ease Of Use*, *Perceived of Usefulness*, *Perceived Risk*, *consumer trust*, *online purchase intention*.

ABSTRACT

This study examines the impact of Perceived Ease Of Use, Perceived of Usefulness, and Perceived Risk to Trust and Purchase Intention. This research uses Bridestory for its research objects, where Bridestory is an wedding online marketplace consist of wedding vendors. PLS-SEM used for research analysis methods in this research. Data collection with the number of respondents 100 with the provisions of participants aged 24-35 years on both male and female gender.

The measured variable in this study is that of Perceived Ease Of Use, Perceived of Usefulness, and Perceived Risk to Trust and Purchase Intention were measured using a 5-point Likert scale. This study found that there were relationship in the influence of of Perceived Ease Of Use, Perceived of Usefulness, and Perceived Risk to Trust and Purchase Intention. Furthermore, of Perceived Ease Of Use, Perceived of Usefulness, and Perceived Risk has an influence on Trust in market maker, and Trust in market maker has an influence on Trust in seller. Finally, Trust in seller and product perception have an influence on Purchase Intention.

Keywords: online marketplace, Perceived Ease Of Use, Perceived of Usefulness, Perceived Risk, consumer trust, online purchase intention