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**PENGARUH PERSEPSI RESIKO DAN KOMUNIKASI MULUT KE MULUT PADA MEDIA ELEKTRONIK TERHADAP KEPERCAYAAN KONSUMEN DALAM PEMBELIAN PRODUK FASHION DI E-COMMERCE**

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**ABSTRACT**

This study aims to determine the effect of perceived risk and electronic word of mouth on consumer trust in purchasing fashion products in e-commerce. This study uses a quantitative approach. The subjects of this study were 125 Samarinda city Shopee customers who were selected by using purposive sampling technique. Data collection methods used is the scale of consumer trust, perceived risk, and electronic word of mouth. The collected data were analyzed with multiple linear regression analysis tests and simple with the help of the Statistical Package for Social Sciences (SPSS) 22.0 for windows program. The results of the study showed that: (1) there is a positive and significant influence of perceived risk and e-wom on consumer trust with a calculated F value > F table (31.460 > 3.07), adjusted R Square = 0.340 and p = 0.000. (2) In the results of the step-by-step model of research it is found that there is a significant influence between perceived risk and consumer trust with the value of beta (β) = -0.580, t value > t table (-8.389 > 1.658), and p = 0.000. (3) Then on e-wom with consumer trust showed shows there is an influence with the value of beta (β) = 0.303, t value < t table (4.384 > 1.658), and p = 0.000.

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi risiko dan komunikasi mulut ke mulut pada media elektronik terhadap kepercayaan konsumen dalam pembelian produk fashion di e-commerce. Penelitian ini menggunakan pendekatan kuantitatif. Subjek penelitian berjumlah 125 pengguna Shopee di kota Samarinda yang dipilih dengan menggunakan teknik purposive sampling. Metode pengumpulan data yang digunakan adalah skala kepercayaan konsumen, persepsi risiko, dan komunikasi mulut ke mulut pada media elektronik. Data yang terkumpul dianalisis dengan uji analisis regresi linear berganda dan sederhana dengan bantuan program Statistical Package for Social Sciences (SPSS) 22.0 for windows. Hasil penelitian menunjukkan bahwa: (1) Terdapat pengaruh antara persepsi risiko dan kepercayaan konsumen dengan nilai beta (β) = -0,580, t hitung > t tabel (8,389 > 1,658), dan p = 0,000. (2) Terdapat pengaruh yang signifikan terhadap kepercayaan konsumen dengan nilai F hitung > F tabel (31,460 > 3,07), adjusted R Square = 0,340, dan p = 0,000. (3) Terdapat pengaruh yang signifikan antara persepsi risiko dan kepercayaan konsumen dengan nilai beta (β) = -0,580, t hitung > t tabel (8,389 > 1,658), dan p = 0,000. (3) Terdapat pengaruh yang signifikan komunikasi mulut ke mulut pada media elektronik dengan kepercayaan konsumen dengan nilai beta (β) = 0,303, t hitung < t tabel (4,384 < 1,658), dan p = 0,000.

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**Kata kunci**  
Kepercayaan konsumen;  
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