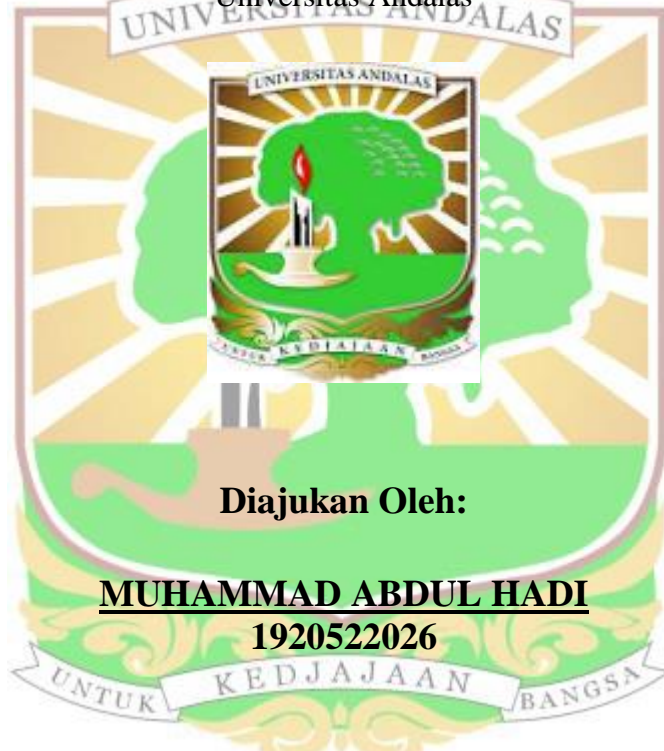


**PENGARUH *PERCEIVED RISK* DAN *PERCEIVED USEFULNESS* TERHADAP *PURCHASE INTENTION* DENGAN *CUSTOMER ATTITUDE* SEBAGAI VARIABEL MEDIASI
(Survey Pada Konsumen Tokopedia Di Kota Padang)**

TESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister manajemen Fakultas Ekonomi dan Bisnis

Universitas Andalas



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *perceived risk* dan *perceived usefulness* terhadap *purchase intention* dengan *customer attitude* sebagai variabel mediasi (Survey Pada Konsumen Tokopedia Di Kota Padang). Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Sampelnya 170 konsumen yang berbelanja online pada Tokopedia di kota Padang. Teknik pengambilan sampel *purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *perceived risk* tidak berpengaruh signifikan terhadap *purchase intention*. *Perceived usefulness* tidak berpengaruh signifikan terhadap *purchase intention*. *Perceived risk* tidak berpengaruh signifikan terhadap *customer attitude*. *Perceived usefulness* berpengaruh signifikan terhadap *customer attitude*. *Customer attitude* berpengaruh signifikan terhadap *purchase intention*. *Perceived risk* tidak berpengaruh signifikan terhadap *purchase intention* yang dimediasi oleh *customer attitude*. *Perceived usefulness* berpengaruh signifikan terhadap *purchase intention* yang dimediasi oleh *customer attitude*.

Kata Kunci: Perceived Risk; Perceived Usefulness; Customer Attitude; Purchase Intention



***THE EFFECT OF PERCEIVED RISK AND PERCEIVED USEFULNESS
ON PURCHASE INTENTION WITH CUSTOMER ATTITUDE AS A
MEDIATION VARIABLE (Survey of Tokopedia Consumers in Padang City)***

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ABSTRACT

This study aims to analyze the effect of perceived risk and perceived usefulness on purchase intention with customer attitude as a mediating variable (Survey of Tokopedia Consumers in Padang City). The type of research used in this research is explanatory research, with the research method being an explanatory survey that puts forward quantitative methods. The sample is 170 consumers who shop online at Tokopedia in the city of Padang. The sampling technique is purposive sampling. The data analysis method used Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that perceived risk had no significant effect on purchase intention. Perceived usefulness has no significant effect on purchase intention. Perceived risk has no significant effect on customer attitude. Perceived usefulness has a significant effect on customer attitude. Customer attitude has a significant effect on purchase intention. Perceived risk has no significant effect on purchase intention mediated by customer attitude. Perceived usefulness has a significant effect on purchase intention mediated by customer attitude..

Keywords: *Perceived Risk; Perceived Usefulness; Customer Attitude; Purchase Intention*

