

**EFFECT OF TRUST AND QUALITY OF SERVICES ON ONLINE  
PURCHASE DECISIONS AT TOKOPEDIA IN PADANG CITY**

**THESIS**

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**Effect Of Trust And Quality Of Services On Online Purchase Decisions At Tokopedia In Padang City**

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**ABSTRACT**

This study aims to prove and analyze the effect of trust and service quality on online shopping purchasing decisions through Tokopedia Padang. In this study, 103 randomly selected respondents were used, namely those who had used the Tokopedia application to do online shopping. The analysis technique used is multiple linear regression and t-statistical testing. Data processing is done through the help of the IBM SPSS 25.0 program. Based on the results of hypothesis testing, it was found that trust had a positive effect on consumer decisions to shop online through the Tokopedia application, in addition to the results of the second hypothesis testing, it was found that service quality had a positive effect on consumer decisions to shop online using the Tokopedia Padang application. jointly influence consumer decisions to shop online through the Tokopedia application.

**Keywords:** *Trust, Service Quality & Purchase Decision*

This thesis is already examined and passed on September, 1<sup>st</sup> 2022. this Abstract already approved by supervisor and examiners :

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