

ABSTRACT

This study aims to determine the effect of trust and perceived risk of the purchase decision process online at Tokopedia the clothing category. The population in this study is a community of users Tokopedia .. The sampling technique used is non-probability sampling, number of samples taken were 96 respondents. Methods of data collection is questionnaire online. Data analysis technique used is multiple linear regression analysis to determine the effect of variable trust and perceived risk of the purchase decision process. To find out the results, this study using the Statistical Package for Social Science (SPSS). Research results show that trust and perceived risk influence the purchase decision process online at Tokopedia on apparel categories. with the result of determination adjusted R-square of 30.5% which means that the variable trust and risk perception can explain online apparel purchase decision process in Tokopedia

Keywords : trust, perceived risk, the purchase decision process online