

## **ABSTRAK**

### **PENGARUH TRUSTING BELIEF, TRUSTING INTERNATIONAL DIMENSIONAL TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO RICI DI NGANJUK**

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Di era modern saat ini perkembangan teknologi berkembang cukup pesat. Mulai dari berbagai aspek kehidupan khususnya dalam peranan dunia bisnis e-commerce, konsumen lebih cenderung untuk melakukan pembelian berbagai produk secara online karna dirasakan lebih praktis dan mudah. Kepercayaan konsumen pada keputusan pembelian merupakan faktor pernanagan yang penting. Tujuan penelitian ini adalah untuk mengetahui pengaruh dari dimensi *trusting belief* dan *trusting intention* terhadap keputusan pembelian pada Pakaian Rici Store di Nganjuk secara parsial dan simultan. Jumlah responden penelitian ini adalah 150 responden. Metode analisi data menggunakan regresi linier berganda. Berdasarkan hasil penelitian menunjukkan variabel *Trusting Belief* memiliki pengaruh (-2,439), *Trusting Intention* (2,339) secara parsial dan (15,387) secara simultan terhadap Keputusan Pembelian pakain di rici store di Nganjuk.

**Kata Kunci :** *Trusting Intention, Trusting Belief* , Keputusan Pembelian

## ABSTRACT

### THE EFFECT OF TRUSTING BELIEF, TRUSTING INTERNATIONAL DIMENSIONAL ON PURCHASE DECISION AT RICHI STORE IN NGANJUK

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In today's modern era, technology is developing quite rapidly. Starting from various aspects of life, especially in the role of the e-commerce business world, consumers are more likely to make purchases of various products online because it is felt to be more practical and easier. Consumer confidence in purchasing decisions is an important role factor. The purpose of this study was to determine the effect of the dimensions of *trusting belief* and *trusting intention* on purchasing decisions at the Rici Clothing Store in Nganjuk partially and simultaneously. The number of respondents in this study were 150 respondents. The data analysis method used multiple linear regression. Based on the results of the study, the *Trusting Belief* has an effect (-2.439), *Trusting Intention* (2.339) partially and (15.387) simultaneously on the decision to purchase clothes at the rici store in Nganjuk.

**Keywords :** *Trusting Intention, Trusting Belief, Purchase Deciso*