RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh secara parsial dari variabel *perceived ease of use, perceived usefulness, perceived risk,* dan *online customer rating* terhadap keputusan pembelian secara *online* pada mahasiswa Universitas Wijayakusuma Purwokerto. Jumlah sampel dalam penelitian ini menggunakan adalah 100 responden. Analisis regresi linier berganda digunakan dalam penelitian ini sebagai alat analisis dengan bantuan *software* SPSS *Statistic* 25.

Nilai pengaruh variabel *perceived ease of use, perceived usefulness, perceived risk,* dan *online customer rating* terhadap keputusan pembelian sebesar 0,147 atau 14,7%. Hasil statistik pada uji F diperoleh bahwa model regresi dalam penelitian ini layak. Hipotesis pertama **diterima**, sehingga *perceived ease of use* berpengaruh positif dan signifikan terhadap keputusan pembelian. Hipotesis kedua **diterima** sehingga *perceived usefulness* berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai t_{hitung} pada variabel *perceived risk* lebih besar dari $-t_{tabel}$ yang artinya hipotesis ketiga **ditolak**, sehingga *perceived risk* tidak berpengaruh signifikan terhadap keputusan pembelian. Nilai t_{hitung} lebih besar dari t_{tabel} sehingga hipotesis keempat **ditolak**, sehingga *online customer rating* tidak berpengaruh signifikan terhadap keputusan pembelian.

Layanan GoFood perlu untuk mempertahankan dan meningkatkan desain layanan yang mudah diakses dan dipelajari seta yang mampu memberikan manfaat positif terhadap konsumen agar dapat meningkatkan nilai penjualan khususnya dalam hal pembelian melalui teknologi aplikasi. Selain itu memperhatikan dan menjaga nilai rating aplikasi dan risiko penipuan produk juga menjadi faktor penting lain agar konsumen dapat yakin untuk menggunakan layanan GoFood. Saran untuk penelitian selanjutnya adalah diharapkan untuk menambah variabel lain yang dapat mempengaruhi keputusan pembelian, menambah dan memperluas jangkauan responden, dan menambahkan item pernyataan atau teknik wawancara sebagai pelengkap informasi pengaruh antar variabel.

Kata Kunci: *Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Online Customer Rating,* **Keputusan Pembelian**

SUMMARY

This study aims to analyze the partial effect of the variables perceived ease of use, perceived usefulness, perceived risk, and online customer rating on online purchasing decisions for students of Wijayakusuma University Purwokerto. The number of samples in this study using was 100 respondents. Multiple linear regression analysis was used in this study as an analytical tool with the help of SPSS Statistic 25 software.

The influence value of the variables perceived ease of use, perceived usefulness, perceived risk, and online customer rating on purchasing decisions is 0.147 or 14.7%. The statistical results of the F test obtained that the regression model in this study is feasible. The first hypothesis is **accepted**, so perceived ease of use has a positive and significant effect on purchasing decisions. The second hypothesis is **accepted** so that perceived usefulness has a positive and significant effect on purchasing decisions. The t_{count} value on the perceived risk variable is greater than $-t_{table}$, which means that the third hypothesis is **rejected**, so perceived risk does not have a significant effect on purchasing decisions. The t_{count} value is greater than the t_{table} so that the fourth hypothesis is **rejected**, so that online customer rating has no significant effect on purchasing decisions.

GoFood services need to maintain and improve service designs that are easy to access and learn as well as those that are able to provide positive benefits to consumers in order to increase sales value, especially in terms of purchases through application technology. In addition, paying attention to and maintaining the value of application ratings and the risk of product fraud are also other important factors so that consumers can be sure to use GoFood services. Suggestions for further research are that it is expected to add other variables that can influence purchasing decisions, add and expand the range of respondents, and add statement items or interview techniques to complement information on the influence between variables.

Keywords: Perceived Ease of Use, Perceived Usefulness, Perceived Risk, Online Customer Rating, Purchase Decision