

ABSTRACT

This study aims to analyze the effect of consumer trust, perceived ease of use, and perceived risk on Lazada e-commerce purchasing decision making in Semarang, so that they can be a review in making strategies to improve purchasing decision making.

The population in this study were Lazada consumers in Semarang. Data obtained through a questionnaire form a sample of 170 people with purposive sampling. Then, the data is processed and analyzed using index numbers and multiple linear regression using the SPSS version 25 program,

The results showed that consumer trust, perceived ease of use, and perceived risk had significant positive effect on Lazada e-commerce purchasing decision making, all of which can be accepted.

Keywords: Consumer Trust, Perceived Ease of Use, Perceived Risk, Purchasing Decision Making

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