ABSTRACT

This study aims to examine the theory of reasoned action (TRA) and an empirical research model to examine the effect of online reviews and perceived risk on trust-mediated buying interest. The purpose of using the theory is to predict and understand individual behavior. In this study, trust acts as an intermediary variable between the influence of online reviews and perceived risk on consumer buying interest with trust.

This research was conducted using a questionnaire method for people between the ages of 18-40 years, who have never carried out transactions on the Lazada platform. The data analysis technique used in this study is Structural Equation Modeling (SEM), analyzed collectively on the relationship between the dependent, independent and intermediary variables.

The results showed that: 1) online reviews had a positive and significant effect on trust. It is proven that online reviews can build consumer confidence to shop online. 2) More and more trusted reviews online by other buyers can increase consumer buying interest. 3) The risk perception variable has a negative effect on the trust variable. The results of the study prove that the risk perception that consumers feel will be higher, so consumer confidence when making transactions on the Lazada platform will be lower. 4) The Risk Perception variable has a significant and negative influence on the buying interest variable. The results of this study prove that the perceived risk that consumers feel is high, thus consumers' buying interest when making online transactions on the Lazada site will be low. 5) Trust also has a positive and significant influence on consumer buying interest. 6) The results of the value in the direct influence table show that there is a direct and significant influence on online review variables and risk perceptions on consumer buying interest. The indirect effect table also shows the role of trust in mediating online review variables and risk perceptions on buying interest.

Keywords:
Online Reviews, Risk Perception, Buying Interest, Trust, Lazada E-Commerce.

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