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## **TRUSTWORTHY ON DECISION OF PURCHASING PRODUCTS VIA ONLINE (A CORRELATION STUDY OF TRUSTWORTHY AGAINST DECISION OF PURCHASING PRODUCTS VIA ONLINE ON MEDAN BARU SOCIETY)**

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### **ABSTRACT**

The purpose of this study is to determine the effect of trustworthy on purchasing decision via online on Medan Baru society. This is a causal associative research which aims to analyze the relation between one variable with other variables or how a variable affect other variables accompanied by comparative research. The population of this study is Medan Baru society who had made online purchases which the number is unknown. The technique of data collection is accidental sampling with the number of samples is 150 respondents. Primary data was collected through questionnaires and interviews, while secondary data was collected through library research. The method of this study is quantitative method with correlation study. The result of trustworthy correlation and purchasing decision via online shows that the variable of trustworthy simultaneously and partially have a positive and significant impact on decision of purchasing products via online on Medan Baru society. Co-efficient determination test shows that 41.2 % online purchasing decision can be explained by trustworthy variable, while the rest of 58.8 % is explained by other factors which is not included in this study.

**Key words:** *trustworthy, purchasing decision, online*

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