

Taranggana Ari Sakti, 15.312.095, **Pengaruh *Perceive Risk*, *Consumer Lifestyle* dan *Online Trust* Terhadap Minat Pembelian Produk *Fashion* pada Media Sosial Instagram di Surabaya**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Januari 2019.

## ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh *perceive risk*, *consumer lifestyle* dan *online trust* terhadap minat beli produk *fashion* pada media sosial Instagram di Surabaya. Adapun sampel dalam penelitian ini terdiri dari 75 responden. Variabel independen dalam penelitian ini adalah *perceive risk*, *consumer lifestyle* dan *online trust*, sedangkan variabel dependennya adalah minat beli Produk *Fashion* di Instagram. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa variabel *perceive risk*, *consumer lifestyle* dan *online trust* berpengaruh secara parsial terhadap minat beli produk *fashion* pada media sosial Instagram di Surabaya.

Kata Kunci : *perceive risk*, *consumer lifestyle*, *online trust* dan minat beli

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### **ABSTRACT**

*The research aim to analyze and find empirical evidences of the effect of perceive risk, consumer lifestyle dan online trust towards Purchase Intention Fashion Product on Social Media Instagram in Surabaya. This research used 75 participants. The independents variables consist of the effect of perceive risk, consumer lifestyle and online trust. The dependent variable is purchase intention in media social instagram. The multiple regression used to analyze the data of this research. The result showed that perceive risk, consumer lifestyle and online trust have significant effect towards Purchase Intention Fashion Product on Social Media Instagram in Surabaya.*

*Keywords : perceive risk, consumer lifestyle, online trust and purchase intention*