

THE INFLUENCE OF PRICE, TRUST, AND PERCEIVED RISK IN GROUP ORDER SERVICES ON THE PURCHASE DECISION OF NCT DREAM ALBUM

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**STUDY PROGRAM OF BUSINESS
SCHOOL OF BUSINESS
IPB UNIVERSITY
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ABSTRACT

AJENG KUSUMA DEWI. The Influence of Price, Trust, and Perceived Risk in Group Order Services on the Purchase Decisions of NCT Dream Album. Supervised by ZENAL ASIKIN and ANGGI MAYANG SARI.

The rapid growth of the K-Pop industry has increased international fans' interest in purchasing physical albums, leading to the emergence of Group Order services as an alternative transaction channel. However, their informal nature may expose consumers to various transaction risks. This study aims to analyze the influence of price, trust, and perceived risk on Generation Z's purchase decisions for NCT Dream albums through Group Order services. Data were collected from 135 Generation Z NCT Dream fans using non-probability sampling with a purposive sampling technique and analyzed through descriptive analysis and SEM-PLS. The results show that affordable prices are the main purchase motivation. Price and trust have positive and significant effects on purchase decisions, while perceived risk has a negative and significant effect. Trust is the most influential factor, emphasizing the importance of credibility and transparency. Therefore, Group Order managers should maintain competitive pricing, strengthen transparency, and minimize transaction risks to increase consumer confidence.

Keyword: group order, NCT, perceived risk, price, purchase decision, trust.

ABSTRAK

AJENG KUSUMA DEWI. Pengaruh Harga, Kepercayaan, dan Persepsi Risiko pada Layanan Group Order terhadap Keputusan Pembelian Album NCT Dream. Dibimbing oleh ZENAL ASIKIN dan ANGGI MAYANG SARI.

Pesatnya perkembangan industri K-Pop mendorong tingginya minat penggemar internasional terhadap pembelian album fisik, yang memicu munculnya fenomena layanan *Group Order* sebagai saluran alternatif transaksi. Namun, sifatnya yang informal dapat menimbulkan berbagai risiko transaksi bagi konsumen. Penelitian ini bertujuan menganalisis pengaruh harga, kepercayaan, dan persepsi risiko terhadap keputusan pembelian album NCT Dream melalui layanan *Group Order*. Data diperoleh dari 135 penggemar Generasi Z NCT Dream menggunakan metode *non-probability sampling* dengan teknik *purposive sampling*. Data dianalisis melalui analisis deskriptif dan SEM-PLS. Hasil menunjukkan bahwa harga terjangkau menjadi motivasi utama pembelian. Harga dan kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan persepsi risiko berpengaruh negatif dan signifikan. Kepercayaan menjadi faktor paling berpengaruh, sehingga kredibilitas dan transparansi menjadi aspek penting. Oleh karena itu, pengelola layanan *Group Order* perlu mempertahankan harga kompetitif, meningkatkan transparansi, dan meminimalkan risiko transaksi untuk meningkatkan kepercayaan konsumen.

Kata kunci: group order, harga, kepercayaan, keputusan pembelian, NCT, persepsi risiko.



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THE INFLUENCE OF PRICE, TRUST, AND PERCEIVED RISK IN GROUP ORDER SERVICES ON THE PURCHASE DECISION OF NCT DREAM ALBUM

AJENG KUSUMA DEWI

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As one of the requirements to obtain a degree of
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FOREWORD

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I acknowledge that this thesis is not without limitations. It is hoped that this research will provide useful insights and contribute to the development of knowledge, particularly in the field of business.

Bogor, August 2026

Ajeng Kusuma Dewi



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