

ABSTRACT

The belief that encourages this research is one's belief in encouraging someone to carry out online transactions. When someone has a trust that will get the size to foster interest in buying online.

Consumer trust will be higher than sellers because honesty keeps promises given to consumers, sellers pay attention and in accordance with consumer interests. This research.

How is the Perception of Ease in Students Application for Buying and Selling Lazada Online? What is the Risk Perception for Students / Users of the Lazada Online Sales and Purchase Application? What is the Customer Trust in Students of Lazada Online Sales and Purchase Applications? How to Buy Online Interests in Students Lazada Application Users Buy and Sell? How does the perception of Risk Perception in mediating the Perception of Ease and Interest in Buying Online on Students Lazada Online Buying and Selling Applications? and What is the effect of Risk Perception in mediating Consumer Trust and Online Buy Interests in Students of Lazada Online Sales and Purchase Applications? Results that show a less significant perception become an intervening variable that mediates the relationship of other variables.

Keywords: *Eessay Perception, Risk Perception, Consumer Trust, Buying Interest*