

UNIVERSITAS INTERNASIONAL BATAM

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INFLUENCE ANALYSIS OF PERCEIVED RISK ON ONLINE PURCHASE INTENTION OF COMMUNITY IN BATAM CITY ON PLATFORM MARKETPLACE

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ABSTRACT

The essential of this research was to find out the influence of perceived risk on online purchase intention in Batam city community, especially on the marketplace platform.

The data collection technique used was non-probability sampling with a judgmental sampling technique. The way to collect the data was by distributing questionnaires to 350 respondents of Batam City community which were a sample of this study in which they have visited/made purchases in three marketplaces, Tokopedia, Bukalapak, and Shopee which are the objects of this research. After the target respondents have been sufficient, research then proceed with the data processing stage using SPSS software.

Based on the results of data testing, it can be seen that the variables of financial risk, time risk, and psychological risk have significant effect on the variable online purchase intention. Whereas product risk, security risk, and social risk variables do not have significant effect on online purchase intention.

Keywords: *Financial Risk, Product Risk, Security Risk, Time Risk, Social Risk, Psychological Risk, Desire to do online shopping.*