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EFFECT OF PRIVACY CONCERNS, PERCEIVED RISK AND TRUST IN THE BEHAVIOR OF ONLINE PURCHASING SOCIETY OF BATAM

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ABSTRACT

Internet development in this era is very fast in which today people prefer to use online media as a means to shop or transact and this research learns how the impact and behavior of prospective consumers or consumers To privacy concerns posed by Internet media as a place to shop and trust on the website used and perceived risk such as the risk of product benefits and risks of misuse of personal information on internet media impactful Person's attitude and consumer intent to make an online purchase. This research uses the Batam community population and the research object is the behavior of consumers who shop in online purchasing applications.

This research includes quantitative research that establishes objectivity, this research object is the behavior of consumers who shop in online purchasing application. The population in this research is Batam City community. Sample determination on using non-probability sampling techniques with judgmental sampling methods. Data collection sends questionnaires via internet-shaped media (Google Form) to Batam people who use social media. Analyzing the demographic data of respondents using SPSS 23.0 Software as well as Smart PLS 3.0 as a device to line the general data of respondents. The results of this study have several variables that build a variable intention to do online shopping that is a variable privacy issue that develops the role of mediation of beliefs, perceived risks and attitudes. The decision to use the variables is mentioned because the previous researcher gave an overview for the problem to be learned. The results of research have several variables that build the intent variable to do online shopping that is a variable privacy issue that develops the role of the mediation of perceived risk and attitude. This study shows the privacy concerns, trust, perceived risk, attitude to purchase online and intention to purchase online Have a significantly influenced relationship.

Keywords: Privacy concerns; e-commerce; purchasing behavior; perceived risks.