

UNIVERSITAS INTERNASIONAL BATAM

*Faculty Economy
Undergraduate of Management
Odd Semester 2019/2020*

IMPACT OF RISK PERCEPTION ON ONLINE PURCHASE INTENTION OF ELECTRONIC PRODUCTS IN BATAM

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ABSTRACT

This research aims to test the relations between six types of consumer perceived risks and interest of online purchases customer, namely financial risk, product risk, security risk, time risk, social risk, and psychological risk which affects the interest in online purchases being tested. This research is crucial to outline the important findings about online purchasing interest and its determinants in connection with the rapid change of digital technology in marketing its products to customers who are interested in purchasing it.

In this study, 300 questionnaires were distributed to respondents that had been done online shopping. After being distributed and collected, there were 12 questionnaires that were not returned so that the number of questionnaires that was used for data testing was 288 questionnaires.

The result indicates that there is a significant negative relationship between the variables tested. This shows that the perception of various risks that may occur in online purchases will affect consumer interest in online shopping.

Keywords: *financial risk, product risk, security risk, time risk, social risk, and psychological risk and online purchasing intention*