

ANALYSIS THE EFFECT OF PERCEIVED RISK FACTORS ON PURCHASE INTENTION THROUGH APPLICATION TOKOPEDIA IN BATAM

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ABSTRACT

This study aims to determine the risks faced when purchasing a product online.

This research was conducted with the hope that companies in selling online products such as Tokopedia can continue to develop systems so that the risks faced when making online purchases can be lower.

The research was conducted by distributing questionnaires and getting 402 respondents. The data obtained is data that meets the required criteria, namely people who have carried out online transactions on Tokopedia. All questionnaires that have been collected are 405 respondents. Which was tested using the SPSS version 22.0 and Smart PLS 3.0 applications.

The results showed that the factors tested, such as (financial risk, product risk, security risk, time risk, psychological risk) had a significant negative impact on online purchase intentions, where starting from the existing risks, it could obstruct the consumer's purchase intention so that the important role Tokopedia in building a strategy to reduce these risks in order to convince consumers that the factors above have been overcome, in order to trigger consumers to buy online.

Keywords: *Online Purchase intention, Risk, Tokopedia.*