

# The Effect of Perceived Risks towards Purchase Intention on Shopee Bandar Lampung

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**Abstract—** Over the past few decades, the improving in the market world in Indonesia are changes. Especially in this digitalera, markets tend to be changed from conventional market to modern market. Everything became so simple, for example from using money to e-money and from needing place to needing smart phone only. Nowadays, people are using their smartphone to buy something via online because it is the simplest way. In order to compete with competitors, the company must increase its competitiveness, especially in maximizing customers trust to maximizing the purchase intention. This study aims to explore the trust perception of Shopee and their relationships with Purchase Intention. It provides insight as to what dimension of trust would deliver the best result of Purchase Intention. This research used purposive sampling method in accordance with certain criteria. The questionnaire distributed to 220 respondents via online. Multiple regression analysis and hypothesis testing in partial (t-test) were conducted. The result obtained from this research analysis indicated that dimensions among trust have the positive and significant contributing factors to the enlargement of Shopee purchase intention.

**Keywords—** Trust, Purchase Intention, Perceived Risks

## I. INTRODUCTION

Over the past few decades, the improving in the market world in Indonesia are changes. The big difference with the conventional market is when the conventional need both of parts (buyers and sellers) to meet to do transaction, digital market doesn't need that; they only need their phone to do the transaction. Consumers' perceived risks toward online shopping has become a crucial issue to research because it will directly influence consumer attitudes toward online purchases, and their attitudes will have a significant impact on online shopping behaviors [1].

Online shopping has now become a new shopping style for consumers in Indonesia. This phenomenon is accompanied by the increasing number of online shopping channels that can be accessed by Indonesian consumers so that they are able to provide many facilities that make it easier for consumers to shop online [2]. Consumer trust has an important role because it is an approach that is

considered effective in reducing consumer doubt and uncertainty in shopping online (Mosunmola, et al, 2018). This important when perceived risks will bring some trust on it. However, the perceived risks toward online shopping have not been identified completely as there are a lot of online retailers still facing risks in the online business, and this will affect the transaction and performance of the retailers. The problem is Shopee ever be a market challenger. Market challengers identify themselves as company who always wants to gain more market share and who use aggressive strategies to beat of the market leader [3]. And now Shopee became the market leader, so Shopee need to maintain their position to always be market leader [4].

In today's digital era, people's interest Indonesia's online shopping continues to increase. This is influenced by the use of the internet and digital facilities which continue to develop. This was also welcomed by the founders of online shopping site businesses, so that online shops emerged, such as Lazada, Bukalapak, OLX, Tokopedia, Pikub.com, and others (Laily, 2019). Current technological changes and developments have a major influence on business and trade activities. There are differences in research results that occur in risk perception. In the research of (Achadi et al., 2021) which has the title "The Effect of E-commerce Website Quality, Trust, Risk Perception, and Subjective Norms on Online Purchase Intention at Bukalapak.com", The study found that risk perception positively and significantly affect purchase intention. In contrast to (Jordan et al., 2018) with the title "Impact of Fear of Identity Theft and Perceived Risk on Online Purchase Intention" where risk perception has negative and significantly affect purchase intention.

### A. Marketing

According to Kotler & Keller (2016: 27), Marketing is about identifying and meeting human and social needs. According to the American Marketing Association (AMA) in Kotler and Keller (2016:27), Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [3].

### B. E-Commerce

The Internet is a worldwide network of computer networks, and the Web is one of the Internet's most popular services, providing access to billions of web pages. (Laudon and Traver, 2018) E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. E-commerce according to Nuraini (2018) is the sale or purchase of goods and services carried out via computer networks using special methods designed for the purpose of receiving or carrying out requests. These goods and services requested using these specially designed methods, but payment and the delivery does not have to be done online. Lee, Khong and Hong (2014) mention that e-commerce began in the late 1990s and is increasing in popularity in the early 2000s. Since its introduction to the public, e-commerce represents a shift a paradigm that radically changes the traditional way of doing business [5].

### C. Perceived Risk

Shiffman and Kanuk (2008: 102) defines Perceived risk is the uncertainty faced by consumers if they cannot foresee the consequences of their purchasing decisions [6]. Meanwhile, according to Samadi and Najadi (2009: 89), risk perception is a belief individual's subjective about the potential negative consequences of purchasing decisions made by consumers. When viewed from the two definitions, it can be said that risk perception is the uncertainty faced by consumers which creates a subjective confidence in a decision that will be taken. Perceived risk is the main reason why people are reluctant to shop online. Because of its nature that does not meet directly between buyers and sellers, e-commerce raises different perceptions of risk. There are those who worry about losing money, some worry about the time factor for delivery, some are concerned about security and privacy factors (Detiknet, 2012). Suhir et al. (2014) defines risk perception as an individual's subjective evaluation of the potential of an accident and his or her level of concern about the incident's consequences or impacts, Masoud (2013) defines perceived risk as the potential loss in obtaining the results that consumers expect or want from shopping online. Masoud (2013) then suggests that there are six dimensions of perceived risk, namely financial risk, product risk, time risk, delivery risk, social risk, and information security risks.

### D. Financial Risk

A strong predictor that influences online shoppers' purchase intentions, searching information and frequent purchase activities was identified to be financial risk. Financial risk is defined as the probability of an internet shopper suffering monetary loss from a purchase when the product does not perform well or if the product is not worth the price paid (Featherman and Pavlou, 2003). Likewise, Popli and Mishra (2015) defined financial risk to include the possibility of repairing costs required for a product purchased online in addition to some hidden maintenance charges to the customers. Masoud (2013) found that any form of financial loss – either through credit card fraud, lesser quality or product that did not perform as expected – deters online shopping and has strong negative effects on online shopping intentions. Pallab (1996) stated that the internet has a low level of security that will make consumers worried to use their credit cards or disclose personal information [7]. Consumers' sense of

insecurity concerning online credit card usage was the major barrier to purchase online products (Maignan and Lukas, 1997). Financial risk is also indicated to be a strong forecaster of customers' online purchase intentions (Bhatnagar et al., 2000). In a similar study on retailers' private labels, the perceived financial risk by a customer is proposed to have a negative influence on their purchase intention as argued by Bhukya and Singh (2015) [8]. When consumers perceived higher levels of financial risk, they are less likely to shop via the internet and the total amount spent online or rate of searching with intention to buy will also be affected (Forsythe and Shi, 2003).

### E. Product Risk

Described as the loss experienced by consumers when their expectations of a product do not actualize after purchase (Forsythe and Shi, 2003). This risk is largely due to the online shopper's inability to examine products physically before buying (Bhatnagar et al., 2000), and consumers' perceived product risk is likely to rise when desired information about the product is limited, when the price is high, and when the consumer cannot adequately evaluate the product (Forsythe and Shi, 2003). Product risk varies across product categories and retail channels. Because some product inspection is limited in the online environment, consumers are likely to reduce product performance risk by purchasing well-known brand name products from well-known retail websites [9].

According to Popli and Mishra (2015), one of the constraints a customer has to overcome when shopping online is there is little possibility to check the product physically before making the purchase. A customer will depend solely on the information provided by the online vendor. Hence, the product risk involves a potential loss if the product did not meet the consumer expectations in terms of product standard and quality. Product risk denotes the possibility of product failure to meet the performance of what it was originally intended for (Zheng et al., 2012) [10]. For instance, when the delivered products and the displayed products online were compared, the products' color, shape or outlook may be not be the same, so it is beyond the customer's reach and abilities to examine and check the actual product qualities. Thus, consumers may perceive a product risk based on this condition [11]. Online shoppers' confidence and intention to purchase products online are easily reduced by the existence of product risks. Once an order has been made and if the product delivered does not match with consumers' expectations, consumer will be more likely to consider that the product is not worth the amount of money spent on the item. According to a study by Teo (2002) [12], about 25 per cent of consumers are worried about the quality of product that might not fit their expectations. Product risk is the reason why many consumers do not want to purchase products through the internet. Besides that, it is also considered to have a major influence on consumer behavior toward online shopping [11], [13]. Consumers may perceive product risk if the price of the product is higher with limited information displayed on the website. Consumers may have difficulties to evaluate the products (Forsythe and Shi, 2003) [14]. Results from a past study by Han and Kim (2017) confirmed that product risk negatively influences

consumer purchase intention at a major Chinese online marketplace.

#### *F. Security Risk*

Consumers learn about the value of goods over the website features that offer product information quality, transaction and delivery capability and competent service quality. Nevertheless, without sufficient information of security tools in place, purchase intention will be discouraged. According to Karnik (2014), due to internet vendors existing globally, consumers' perceived risk toward online shopping has also increased, especially when they feel that internet security is inadequate. Security risk is defined as a potential loss due to online fraud or hacking, which exposes the security of an internet transaction or online user (Soltanpanah et al., 2012). Azizi and Javidani (2010) stated that security is linked with disclosure of financial information such as credit card number, account number and safe pin number [15]. It is agreed that one of the barriers for online shopping is security fears (Teo, 2002). Though online shopping brings ease of purchase and usage to consumers, conversely, the absence of security mechanism will badly affect consumers' purchase intention (Tsai and Yeh, 2010; Karnik, 2014; Meskaran et al., 2013). Consumer's fear providing their shipping information, credit card information or complete an online purchase transaction (Leeraphong and Mardjo, 2013). Youn (2005) revealed that insecurity of the information and privacy is related to personal information data management that is handled by the online companies and consumers' history of authentication of accounts. Hsu and Bayarsaikham (2012) pointed out that security risks have a negative impact on online purchase intentions. When customers are not confident with the website, they will avoid giving their personal data and tend to provide false or incomplete information (Kayworth and Whitten, 2010). A study by Thompson and Liu (2007) also found that there is a significant relationship between security risks and intention to purchase online. Martin and Camarero (2009) showed that customers avoid online shopping not because of inconvenience but because most customers are scared of losing their credit card information to credit card theft. Thus, they conclude that security risk has a significant influence on online shopping decision [16]. Adnan (2014) suggested that privacy policies are needed to reduce security risk perceived by customers and thus enhance purchase intention in online field.

#### *G. Time Risk*

Time risk is one of the influential factors on consumers' purchasing behavior via the internet (Zhang et al., 2012; Ye, 2004). Time risk comprises the troublesome experience through online transactions that are often caused by the struggle of navigation and/or submitting the orders and delays of getting the products (Forsythe et al., 2006). It refers to the time that consumers take to make a purchase, waiting time for the products to be delivered at their home and the time that consumers had spent for browsing product information (Dai et al., 2014; Forsythe et al., 2006; Ko et al., 2004) [11]. Time risk also includes when products did not meet consumers' expectation levels and consumers have to return the product for a new

replacement [1]. Time, accessibility or effort might be fruitless when a purchased product has to be repaired or replaced (Hanjun et al., 2004). It is a time-consuming process for consumers to search, browse, purchase and wait for the product to arrive (Leeraphong and Mardjo, 2013; Hsiao, 2009; Hassan et al., 2006). Furthermore, when there are no photos of the actual product on the website, consumers may have to opt for the products' images by searching them in a separate website, and the time spent for the images to load will be considered as time risk (Forsythe et al., 2006). Sometimes, consumers might just leave the website without buying anything because they are unable to search their desired products on the website or have problems in navigating to the right sites for the products (Gudigantala et al., 2011; Popli and Mishra, 2015). The time that customers spent to search for the information of unfamiliar products and more time waiting for downloading high-pixel images can decrease their intention to shop online. Time risk will also deter the consumers' purchase decision to buy online when it requires a lot of time to find a suitable website (Forsythe and Shi, 2003; Forsythe et al., 2006).

#### *H. Purchase Intention*

The emergence of e-commerce has made online purchase the third most popular activity after email and Web surfing (Jamali et al., 2014). According to Close and Kukar-Kinney (2010), online purchase intention originated from purchase intention [17]. Meskaran et al. (2013) defined online purchase intention as the customers' readiness to purchase through the internet. Consumers' willingness to buy a product or service via internet stores is defined as online purchase intention (Li and Zhang, 2002; Salisbury et al., 2001) [18]. Close and Kukar Kinney (2010) also defined online purchase intention as the intention of online shoppers to buy goods and services via the internet or virtual shopping carts. Besides that, Iqbal et al. (2012) defined online purchase intentions as the customers' willingness to use internet services, making an actual purchase of goods and services or comparing the prices of products. Consumer's purchase intention is vital in forecasting consumer behavior that it obviously depends on the influencing factors that make the measurement difficult under different circumstances. Besides that, Schlosser et al. (2006) revealed that the existence of strong privacy and security statements would not lead to a higher online purchase intention. The researcher realizes that customer trust in the ability of the company to fulfill their needs and wants is more than just trusting in goodwill to influence consumers' purchasing intentions. Purchase intention is frequently used as a measure to predict the customers' actual buying activities. Earlier studies revealed that consumers' perceived risk will have a negative impact on online consumers' purchase intention for apparel (Almousa, 2011; Li and Zhang, 2002; Liebermann and Stashevsky, 2002; Meskaran et al., 2013; Suresh and Shashikala, 2011; Zhang, et al., 2012). The higher the perception of risk rises among consumers, the more it would deter consumers purchasing intention. A research by on 300 Saudi Arabian customers investigated perceived risks on apparel online shopping by conducting a Web-based survey that measured the perception of customers on the six types of risks (product risk, financial

risk, security risk, and time risk) connected with online apparel shopping and their influence on purchase intentions. It was found that time risk and performance risk strongly and negatively influenced online shopping intentions; it was also found that privacy risk and security risk have negative effects on online shopping intentions [19].

### I. RESEARCH DESIGNATIONS

This research is a descriptive analysis using quantitative approach, the information is collected from respondents via questionnaire [20]. The object of research is the consumers come from Bandar Lampung who ever do transaction in Shopee. Source of data used: Primary Data obtained directly from Shopee consumers in Bandar Lampung who are research respondents, through filling out questionnaires. This measurement scale uses a Likert scale. Answers to the questions posed are Strongly Agree (SS) with a score of 5, Agree (S) with a score of 4, Neutral (N) with a score of 3, Disagree (TS) with a score of 2, and Strongly Disagree (STS) with a score of 1. Secondary data is data obtained indirectly. This data is obtained through a researcher that does not attempt to collect it himself, for example related literature, magazines, the internet, information or other publications. So, secondary data comes from second, third and so on, meaning it passes through one or more parties who are not the researchers themselves. The method that will use to collect the data on this research are: Library Research in the form of data that is relevant to research problems sourced from literature, books and journals. It aims to find a theory or rationale that can support this research. Field research is collecting by Questionnaire, which is a method of collecting data by giving questions to respondents with a questionnaire guide and Observation use method or ways that analyze and make systematic notes on behavior by seeing or observing individuals or groups directly [21].

Population in this research is the people that ever made the transaction in Shopee. The method used in sampling that will be used is the method of Non-Probability Sampling with purposive sampling technique. The conditions for consideration in Non-Probability Sampling in this study are consumers come from Bandar Lampung have used Shopee aged 17 years and over. The number of indicators in this study was 15, so a total of 15 questions were obtained. Thus, the sample size in this study was  $15 \times 10 \Rightarrow 220$  samples. And this research will use validity result, reliability result, t test and multiple linear analysis to test the hypothesis. The 220 sample are limited from the people that usually used Shopee at least for once and domicile in Bandar Lampung. Many of them come from workers, students and un-employment that aged from 16-64 years old. And this research will use validity result, reliability result, t test and multiple linear analysis to test the hypothesis.

### III. RESULT AND DISCUSSION

Marketing methodologies through web media (online) give numerous positive advantages to purchasers and organizations. Web based publicizing can be gotten to by customers across time and area limits. This suggests that advertisers can advance the organization's items 24 hours per day to buyers any place they are. The positive advantages of

promoting through online media cause numerous organizations to utilize the web as a mechanism for publicizing their items. In any case, according to an alternate perspective, (deals) through the web are considered to have a more serious danger than traditional deals. This condition makes the purchase intention of online deals be generally low. Shoppers see that it is very enormous and there are numerous sorts of dangers that should be borne when managing deals on the web. Item hazard, security hazard and purchaser time hazard are a few types of hazards that are in question in online deals. The high danger that should be borne makes the degree of procurement aim be lower in online organizations.

The aftereffects of this investigation have given obvious proof that product risk, security and time risk negatively affect shoppers' buy aims and at last. Understanding the positive and adverse consequences of the internet promoting framework requires the administrative side to have the option to make shopper trust in the organization by lessening all costs the sort or type of hazard that should be borne by purchasers in online deals. This is finished with the point that customers become surer and further develop their buying choices through online media.

In light of this, the creators detail ideas for invested individuals in such manner, to be specific to:

#### A. For marketers

Building consumer intention to buy is the key to business success. One way to build consumer purchase intentions is to minimize the risks that consumers may face when making purchases through online media. To minimize the risks that may occur then marketers who use online media must be able to increase consumer confidence. The ways that can be done include providing detailed information about the products being sold, so that consumers can better understand the characteristics of the products offered. Keep confidentiality of purchase identity (such as debit or credit card, telephone number) by not using it for other purposes. Accelerate the delivery of products ordered by consumers and provide a guarantee that the product will arrive at the consumer in good condition.

#### B. For consumers

Purchasing through online media has the advantage of being practical (easy, fast) and efficient (saving search costs) but also has a high risk. Based on this, when making purchases online, consumers are required to be smarter by paying attention to information from the product being sold and pay attention to the credibility of the seller. This is done with the aim of eliminating the risks that must be borne in online purchases.

### IV. CONCLUSION

Based on the results of research and discussion that has been done regarding with effect of Perceived Risk toward Purchase Intention on Shopee (Study on Bandar Lampung Society), it can be conclude that this research answer the hypothesis:

1. The Financial Risk give negative but no significant effect toward purchase intention on Shopee. This show that the consumer does not tend to think about financial risk. This happened because 86,4% of

- respondent come from millennial, so they are just wanted to get modern, easiest and simplest way to do the shopping activities. They didn't think about is it can spend much money, is it worth or not with the money that they spent and is it safe or not.
2. Product Risk give negative and significant effect to purchase intention. It means that Shopee can increase the customer intention to buy their product if they maintain the risk of their product, such as the completeness about the product that provide on Shopee, give the exact product that they show on the description and the accurate description on Shopee.
  3. The Security Risk give negative and significant effect to purchase intention. It means that Shopee can increase the customer intention to buy their product if they maintain the risk of their security.
  4. systems, such as they need to always maintain that the credit card and debit card details of their customer will be save, personal data will be privacy and can't be spreaded, and Shopee will give them the safety feeling.
  5. The Time Risk give negative and significant effect to purchase intention. It means that Shopee can increase the customer intention to buy their product if they maintain the risk of time on their system, such as Shopee need to increase the speed (no lag or bug system), maintain that the customer is easy to access the product that they want to search and give the shortest period to send the product to customers.

This study also aims to explore the perceived risk of Shopee and their relationships with Purchase Intention. It provides insight as to what dimension of perceived risk would deliver the best result of Shopee. The result obtained from this research analysis indicated that three dimensions among all the four risk dimensions, namely, product, security and time are the negative and significant contributing factors to the enlargement of Shopee's Purchase Intention. Besides, it could help the company better understanding the risk they have from consumers perspective, and it could help the company to improve their purchase intention. Perceived Risk affected Purchase Intention in line with the previous research. Each indicates that only certain dimensions of perceived risk have a direct impact on purchase intention and each company could have different risks dimension that affect Purchase Intention depend on its own sector. In this research, the risk dimensions that give negative direct impact and significance influence towards Shopee are product risk, security risk and time risk. The result clearly indicates the existence of the significant links between those three risk dimensions and Purchase Intention in Shopee. This condition triggered personal data, it will be spread easily. Some easiness can we got, but beside that a lot of risks that we need to take attention for. Like as a consumer we need to think twice when we want to purchase something via online especially when we want to check out from shopee. The things that positively impact to the consumer are the effect of the choices, the consumer can compare which platform that more safe and secure from them.

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