

INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Risk*, *Perceived Waiting Time*, *Perceived Inconvenience Transaction* terhadap *Abandon Shopping Cart*. Objek yang digunakan adalah Tokopedia, karena merupakan toko online asli Indonesia yang terbesar.

Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuisioner. Responden dalam penelitian ini adalah 100 responden yang pernah meninggalkan keranjang belanja di Tokopedia minimum tiga kali dalam satu tahun terakhir. Teknik pengambilan sampel penelitian ini adalah *non-probability sampling*. Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan menggunakan metode uji regresi linear berganda dengan menggunakan bantuan SPSS 19.0 *for windows*.

Hasil penelitian ini menunjukkan bahwa *Perceived Risk* tidak berpengaruh positif terhadap *Abandon Shopping Cart*; *Perceived Waiting Time* berpengaruh positif terhadap *Abandon Shopping Cart*; *Perceived Inconvenience Transaction* berpengaruh positif terhadap *Abandon Shopping Cart*.

Kata kunci: *Perceived Risk*, *Perceived Waiting Time*, *Perceived Inconvenience Transaction*, *Abandon Shopping Cart*.

ABSTRACT

This study aims to determine the effect of Perceived Risk, Per Waitning Time, Perceived Inconvenience Transaction to Abandon Shopping Cart. The object used is Tokopedia, as it is the largest original Indonesian online store.

The data used in research is the primary data obtained from questionnaires. Respondents in this study were 100 respondents who have been to abandont shopping cart in Tokopedia at least three times in the past year. The sampling technique of this research is non probability sampling. This research uses a quantitative approach with. Testing using SPSS 19.0 for windows.

The results of this study show that Perceived Risk has no positive related to Abandon Shopping Cart; Positive Time Waiting is positively related to Abandon Shopping Cart; Perceived Inconvenience Transaction is positively related to Abandon Shopping Cart.

Keywords: Perceived Risk, Perceived Waitning Time, Perceived Inconvenience Transaction, Abandon Shopping Cart.