

**PENGARUH *PERCEIVED RISK* TERHADAP  
*ONLINE PURCHASE INTENTION*  
APLIKASI SHOPEE DI SURABAYA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis faktor yang mempengaruhi minat pelanggan dalam membeli dan menggunakan layanan dengan objek penelitian Shopee Surabaya. Jenis penelitian yang digunakan adalah *basic research* yang menggunakan 7 variabel yaitu *financial risk*, *product risk*, *security risk*, *time risk*, *social risk*, *psychological risk*, *online purchase intention*. Penelitian ini menggunakan sumber data primer dengan melakukan penyebaran kuesioner secara *online*. Terdapat 150 kuesioner yang digunakan sebagai sampel dalam penelitian ini. Data penelitian ini dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS (*Statistical Package for Social Sciences*) versi 25 dan *software* AMOS 22.

Hasil penelitian ini menunjukkan bahwa *financial risk*, *product risk*, *security risk*, *time risk*, *psychological risk* memiliki pengaruh negatif signifikan terhadap *online purchase intention* sedangkan *social risk* tidak berpengaruh terhadap *online purchase intention*.

Kata Kunci: *perceived risk*, *online purchase intention*, Shopee.

**THE EFFECT OF PERCEIVED RISK ON  
ONLINE PURCHASE INTENTION  
OF THE SHOPEE APPLICATION IN SURABAYA**

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**ABSTRACT**

*This study aims to determine and analyze the factors that influence customer interest in buying and using services with the object of research Shopee Surabaya. The type of research used is basic research that uses 7 variables, that is financial risk, product risk, security risk, time risk, social risk, psychological risk, online purchase intention. This study uses primary data sources by distributing online questionnaires. There are 150 questionnaires used as samples in this study. The data of this study were analyzed using SEM (Structural Equation Modeling) with SPSS (Statistical Package for Social Sciences) software version 25 and AMOS 22 software.*

*The results of this study indicate that financial risk, product risk, security risk, time risk, psychological risk have a negative influence. Significant on online purchase intention while social risk has no effect on online purchase intention.*

*Keywords: perceived risk, online purchase intention, Shopee*