

**PENGARUH *PERCEIVED RISK* TERHADAP
ONLINE PURCHASE INTENTION PADA PENGGUNA APLIKASI
LAYANAN JASA ANTAR MAKANAN *ONLINE GO-FOOD* DI
SURABAYA**

Anisa Farah Sari

Manajemen Pemasaran

Dudi Anandya

Indarini

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis faktor yang dapat mempengaruhi minat pelanggan ketika melakukan pemesanan dan saat menggunakan layanan dengan objek layanan jasa antar makanan *online* Go-Food di Surabaya. Penelitian ini menggunakan jenis *basic research* dengan 7 variabel yaitu *financial risk*, *product risk*, *security risk*, *time risk*, *social risk*, *psychological risk*, dan *online purchase intention*. Penelitian ini menggunakan sumber data primer dengan melakukan penyebaran kuesioner secara *online*. Sampel yang digunakan pada penelitian ini melibatkan 161 responden. Penelitian ini menggunakan metode kuantitatif dengan menggunakan SEM (*Structural Equation Modelling*) melalui *software* AMOS 22.0 dan diolah menggunakan *software* SPSS (*Statistical Package for Social Scienceness*) versi 25.0.

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

Kata Kunci: *Perceive risk*, *online purchase intention*, Go-Food.

***THE EFFECT OF PERCEIVED RISK ON ONLINE PURCHASE
INTENTION FOR GO-FOOD ONLINE FOOD DELIVERY SERVICE
APPLICATION USERS IN SURABAYA***

Anisa Farah Sari

Marketing Management

Dudi Anandya

Indarini

ABSTRACT

This study aims to examine and analyze the factors that can influence customer interest when placing an order and when using services with Go-Food online food delivery service objects in Surabaya. This study uses a basic type of research with 7 variables, namely financial risk, product risk, security risk, time risk, social risk, psychological risk, and online purchase intention. This study uses primary data sources by distributing online questionnaires. The sample used in this study involved 161 respondents. This study uses quantitative methods using SEM (Structural Equation Modeling) through AMOS 22.0 software and processed using SPSS (Statistical Package for Social Sciences) version 25.0 software.

The results of this study indicate that financial risk, product risk, security risk, time risk, and psychological risk are known to have a significant negative influence on online purchase intention. while social risk is known to have no effect on online purchase intention.

Keywords: Perceive risk, online purchase intention, Go-Food.