

ABSTRACT

Alex Valentino (705120028)

the relationship between Perceived Risk with the Purchase Decision (Study on Online Shop Consumers). Dr. P Tommy Y. S. Suyasa, Psi. Undergraduate Program in Psychology, Tarumanagara University, (i-xiii; 56 pages, R1- R6, Appdx 1-28)

Online shopping is a recent phenomenon is a trend for the future of shopping method. The high enthusiasted consumer tought online shopping method is unseparable from the perceived risk that consumer will faced. The unic characteristic proses when shopping via online like impersonal and without physically connect making online shopping have a different perceived risk compared to traditional shopping method. Consumers's perceived risk has been considered as a fundamental concern of purchase decision process. This research aims to know the relationship between the perceived risk and the purchase decision on online shop consumer. The total participants in this research are 385 people. This research were using accidental sampling and snowball sampling. The results of this research show that there are negative and significant relationship ($r = -0,517^{**}$, $p = 0000 < 0.05$) between perceived risk with purchase decisions on online shop consumers. This research also found that all dimensions of perceived risk has a negative and significant relationships with the purchase decision. As the result of data concluded that the increasing of perceived risk by consumers when shopping online will result in lowering the purchasing decision of the consumers to shop online.

Keywords: Perceived risk, Purchase decision, and Online Shop.