ABSTRACT

CONSUMER PERCEPTIONS OF INTENTION TO USE SYSTEM ONLINE SHOPPING WITH MEDIATED BY PERCEIVED RISK
(Study in Students University Technocrat of Lampung

by

Yulia Asnita

This research is aimed to test the effect of consumer perceptions of intention to use system online shopping with mediated by perceived risk. The research was conducted to the Mahasiswa Perguruan Tinggi teknokrat Lampung, involved 80 respondens and using purposive sampling. The reseach type used is explanatory reseach. The analyzing technique of this reseach using structural equation model with pls.

The result of this research shows there are two hypotheses significant that perceived usefulness of perceived risk and perceived risk of intention to use. There are one hypotheses don’t significant that perceived ease of use of perceived risk. This research is recommended to use the focus on others in order to make comparisons with previous research and the practical implications of this research are expected to be used as a reference for the evaluation and improvement of policy pasa online sites.

Keyword: intention to use, perceived usefulness, perceived ease of use, and perceived risk.