

ABSTRACT

THE INFLUENCE OF RISK PERCEPTION DIMENSION TO ONLINE PURCHASING BEHAVIOR (Study at Faculty of Economics and Business in the University of Lampung)

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Purchases made by consumers when they do shopping at the online store through online media has a variety of risks. Risk that follow the consumer and influence on consumer online purchasing behavior. The purpose of this study was to examine the effect of performance risk, time risk, and privacy risks online consumer buying behavior.

Data were collected through a questionnaire distributed to 100 FEB students in Lampung University who make purchases at online stores in the last six months by using purposive sampling method, which is based on the criteria of consumers who make an online purchase within the last six months. The analysis technique used is multiple linear regression analysis.

The results showed that the performance risk, time risk and privacy risks can influence consumer behavior in 24.3% to make online purchases and the rest influenced by other variables.

Keywords: risk perception, performance risk, time risk, privacy risk, online shopping, online stores, online purchasing behavior