

PERAN PERSEPSI TENTANG RISIKO TERHADAP INTENSI MEMBELI
PRODUK PAKAIAN DI TOKO RETAIL *ONLINE* PADA MAHASISWA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran persepsi tentang risiko terhadap intensi membeli produk pakaian di toko retail *online* pada mahasiswa. Subjek penelitian sebanyak 378 mahasiswa Universitas Gadjah Mada Yogyakarta. Data diperoleh secara kuantitatif menggunakan Skala Persepsi tentang Risiko dan Skala Intensi Membeli melalui *survey online*. Hasil analisis teknik regresi linier sederhana menunjukkan persepsi tentang risiko berperan terhadap intensi membeli dengan koefisien korelasi sebesar -12,216 dan taraf signifikansi sebesar $p < 0,01$ serta memberikan sumbangan efektif sebesar 28,4%. Analisis tambahan dilakukan untuk mengetahui peran persepsi tentang risiko terhadap intensi membeli jika dihadirkan bersama-sama dengan determinan dari intensi menurut *Theory of Planned Behavior* (Ajzen, 1991): sikap, norma subjektif, dan persepsi kontrol perilaku. Hasil analisis teknik regresi linier berganda menunjukkan persepsi tentang risiko tetap berperan terhadap intensi membeli dengan koefisien korelasi sebesar -5,032 dan taraf signifikansi $p < 0,01$ serta memberikan sumbangan efektif sebesar 8%. Analisis tambahan juga dilakukan untuk melihat perbedaan intensi membeli jika ditinjau dari demografis subjek.

Kata kunci: persepsi tentang risiko, intensi membeli, belanja online

THE ROLE PERCEIVED RISK TOWARD APPAREL ONLINE PURCHASE
INTENTION ON STUDENT

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ABSTRACT

This research aims to examine the role of perceived risk toward apparel online purchase intention. Data were collected from 378 students in Universitas Gadjah Mada Yogyakarta. Data is obtained quantitatively using the Perceived Risk Scale and the Purchase Intention Scale with an online survey. The results of analysis using simple regression show that there is significant role perceived risk toward purchase intention with a correlation coefficient of -12.216 and a significance level of $p < 0.01$ and 28,4% effective contribution. Additional analysis using multiple regression was conducted to determine the role of perceptions of risk if together with determinants of intention according to Theory of Planned Behavior (Ajzen, 1991): attitude toward behavior, subjective norm, and perceived behavioral control. The results of the analysis show perceptions of risk, if together with the determination of intention, it still play significant role toward purchase intention with a correlation coefficient of -5,032 and a significance level of $p < 0.01$ and 8% effective contribution. Additional analysis was also conducted to examine the differences in purchase intention based of subject demographics.

Keywords: perceived risk, purchase intention, online shopping