

## **ABSTRACT**

### **Purpose**

The purpose of this research is to conclude the influence level of perceived quality and perceived risk towards the purchase intention of online shopping for consumer electronic products in Indonesia.

### **Methodology**

The research is aimed to be correlational study to discover the connection between independent and dependent variables. Two hypotheses are being tested using multiple regression analysis through the statistic software of SPSS 21. In the survey, 130 university students in Yogyakarta, Indonesia, ranging from the age of 17-29 years old who has ever attempted or never attempted the online shopping became the respondents. Google Form is used as an attempt to administer the questionnaire by the researcher.

### **Findings**

The findings discover that both perceived quality and perceived risk have significant influence on the purchase intention of online shopping for consumer electronics products by consumers in Indonesia.

### **Research Limitations**

The limitation of the research is the limited number of respondents of only 130 respondents within age range of 17-29 years old. The demographic aspect of location and the absence of separate question among those respondents who has or has not performed online shopping.

**Keywords: Perceived quality, perceived risk, purchase intention, online shopping, consumer electronics, Indonesia**