

## ABSTRACT

The e-commerce industry in the world has experienced significant development, especially in Indonesia. According to Momentum Works, Shopee is an e-commerce platform that has an important role in the development of the e-commerce industry in Indonesia. According to research by Kantar and Snapcart, Shopee is the e-commerce with the largest average monthly transaction and the highest frequency of transactions in 2021. These transactions are closely related to online purchases that show consumer purchase intention. Every online purchase made by consumers will be faced with greater risks compared to making direct purchases.

This study aims to analyze the influence of consumers' perceived risk which has 6 dimensions, namely, financial, product, security, time, social, and psychological on consumers' online purchase intention at Shopee as e-commerce.

This type of research is descriptive with quantitative research methods. This study uses data collection techniques by collecting online questionnaires that distributed through Google Forms. The questionnaire in this study used a Likert scale as a rating scale. This study has a sample of 400 respondents, and the sampling technique used is non-probability sampling with purposive sampling method. This study uses multiple linear regression as a data analysis technique.

The results of this study indicate that financial, social, and psychological risks negatively affect consumers' online purchase intentions while the remaining risks are not proven. These six risks also simultaneously affect consumers' online purchase intentions on Shopee e-commerce.

Shopee must find solutions for the three risks that have proven to negatively influence consumers' online purchase intentions to maintain their dominance. Paying attention to the risk perceived by consumers is one way that Shopee must do.

Keywords: Consumer Behavior, Perceived Risk, Purchase Intention, Online, E-commerce, Shopee