

LIST OF TABLES

Table 1. 1 Monthly Average of Transaction Value of E-Commerce Indonesia	8
Table 2. 1 Previous Research.....	23
Table 3. 1 Research Characteristics	33
Table 3. 2 Operational Variable.....	34
Table 3. 3 Measurement Scale.....	40
Table 3. 4 Perceived Risk Dimension Validity Test Results	45
Table 3. 5 Purchase Intention Variable Validity Test Results	46
Table 3. 6 Reliability Test Results.....	47
Table 3. 7 Percentage Grouping Category	49
Table 4. 1 Respondents Responses to Financial Risk Dimension	62
Table 4. 2 Respondents Responses to Product Risk Dimension	64
Table 4. 3 Respondents Responses to Security Risk Dimension.....	66
Table 4. 4 Respondents Responses to Time Risk Dimension	68
Table 4. 5 Respondents Responses to Social Risk Dimension	69
Table 4. 6 Respondents Responses to Psychological Risk Dimension	71
Table 4. 7 Recapitulation of Respondents Responses to the Perceived Risk Variable	73
Table 4. 8 Respondents Responses to the Purchase Intention Variable	74
Table 4. 9 One-Sample Kolmogorov-Smirnov Test Results	79
Table 4. 10 Glejser Test Results	81
Table 4. 11 Multicollinearity Test Results.....	82
Table 4. 12 Multiple Linear Regression Results.....	83
Table 4. 13 Partial Hypothesis Test Results (t-Test)	86
Table 4. 14 Simultaneous Hypothesis Test Results (F Test)	89
Table 4. 15 Coefficient of Determination Test	90