

ABSTRACT

The use of technology in daily activities has a significant effect on changes in behavior and individual productivity levels. Gradually, the use of a technology system can increase satisfaction, along with ease of access and comfort in operating it. However, behind the convenience provided, there are several risks that must be considered in order to avoid something detrimental when doing online shopping activities. The purpose of this study was to determine the Influence of Perceived Risk on Consumer Purchase Intention in Online Shopping on Erigo Apparel Products. The aspects studied are related to the risk factors faced such as financial risk, Product Risk, Security Risk, to Psychological Risk and their impact on purchasing interest. The phenomenon in this study was studied using a quantitative descriptive method. The data collection technique used a questionnaire tool distributed through online media to predetermined respondents, namely users of the Erigo Apparel brand who made online product purchases. The number of samples used in the study was 385 respondents. The data analysis technique used in the study was multiple linear regression with data processing using SPSS software. The novelty of this study compared to previous studies refers to the focus on the object of research on users of Erigo Apparel products. The results of the study show that financial risk, Product Risk, and Security Risk have a significant negative effect on consumer purchasing interest. However, Time Risk, Social Risk, and Psychological Risk have a positive effect on consumer purchasing interest in online shopping for Erigo Apparel products..

Keywords: Perceived Risk, Financial Risk, Production Risk, Security Risk, Time Risk, Social Risk, Psychological Risk, Purchase Intention.