

ABSTRACT

This study aims to demonstrate empirically the effect of Product Perceived Quality, Risk Perception, and Motivations on Purchase Intention in Online shopping. Independent variables used in this study is the Product Perceived Quality, Risk Perception, and Motivations. While the dependent variable in this study is the Purchase Intention Online shopping. This study uses a survey on the Accountancy Student University in West Jakarta area. Data collected by spreading questionnaire with convenience sampling method. There are 400 questionnaires distributed, 400 back, and the 400 questionnaires that could be analyzed.

Data processing is performed by using descriptive statistical tests, validity, reliability test, classic assumption test, test the coefficient of determination, test multiple linear regression analysis and hypothesis testing with the help of Statistical Product and Service Solution (SPSS) version 21 and Microsoft Excel 2013. The results this indicates that the Product Perceived Quality empirically effect on Purchase Intention in Online shopping, Motivations empirically affect the Purchase Intention in Online shopping, and Risk Perception empirically no effect on Purchase Intention in Online shopping.

Keywords : Product Perceived Quality, Risk Perception, Motivations and Purchase Intention in Online shopping.



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ABSTRAK

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh persepsi kualitas produk, persepsi resiko, dan motivasi terhadap minat belanja *Online* baik secara simultan maupun parsial. Variabel independen yang digunakan dalam penelitian ini adalah persepsi kualitas produk, persepsi resiko, dan motivasi. Sedangkan variabel dependen dalam penelitian ini adalah minat belanja *Online*. Penelitian ini menggunakan metode *survey* pada mahasiswa Akuntansi di Wilayah Jakarta Barat. Data dikumpulkan dengan menyebarkan kuesioner dengan metode *convenience sampling*. Terdapat 400 kuesioner yang disebar, 400 kembali, dan 400 kuesioner yang dapat dianalisis.

Pengolahan data dilakukan dengan menggunakan uji statistic deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji koefisien determinasi, uji analisis regresi linear berganda dan uji hipotesis dengan bantuan *Statistical Product and Service Solution* (SPSS) versi 21 dan Microsoft Excel 2013. Hasil penelitian ini menunjukkan bahwa Persepsi Kualitas Produk secara empiris berpengaruh terhadap Minat Beli Belanja *Online*, Motivasi secara empiris berpengaruh terhadap Minat Beli Belanja *Online*, dan Persepsi Resiko secara empiris tidak berpengaruh terhadap Minat Beli Belanja *Online*.

Kata Kunci : Persepsi Kualitas Produk, Persepsi Resiko, Motivasi, dan Minat Beli Belanja *Online*.



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