The Influence of Perceived Quality and Perceived Risk on Online Purchase Intention in E-Commerce (Case Study of Pt Shopee Indonesia)

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Article Info	Abstract
	This research aims to determine the effect of quality and perceived risk to online purchase intention on e-commerce (pt shopee indonesia case study). This research method uses quantitative data collection methods with questionnaires, the sample in this research consists of 100 shop customers. by using a probability sample, the data analysis used is correlation regression, so it is clear how big the influence is perceived of quality and perceived of risk to online purchase intention on e-commerce (pt shopee indonesia case study) results of research that examines the influence perceived of quality and perceived of risk to online purchase intention on e-commerce (pt shopee indonesia case study) significant effect amounting to 58.8% variation online purchase intention can be explained by variation perceived of quality and perceived of risk, the remaining 41.2% is determined by other outside factors perceived of quality and perceived of risk.
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1. INTRODUCTION

As time goes by, people's lifestyles experience increasingly rapid changes because most people have *high mobility* levels in daily activities. Therefore, people often look for practical and urgent things to meet their daily needs. Then many companies provide various services to benefit local communities. Every company provides benefits for consumers to survive. The more attractive, simple and profitable the distribution system is for consumers, the more profitable the company will be. Therefore, a company's sales structure cannot be separated from the development of information technology, and is an important thing that companies must pay attention to. Changes in product consumption behavior patterns in Indonesia occurred especially during the Covid-19 outbreak. How to shop online is a more efficient choice compared to shopping in person. The growth in Indonesia's internet user population every year also contributes to increased purchases *online*.

One application of information and communication technology that can be used to support distribution systems is *e-commerce*. According to Syahrial, et al (2020), said that *e-commerce* is one illustration of changes in people's lifestyles caused by advances in information technology.
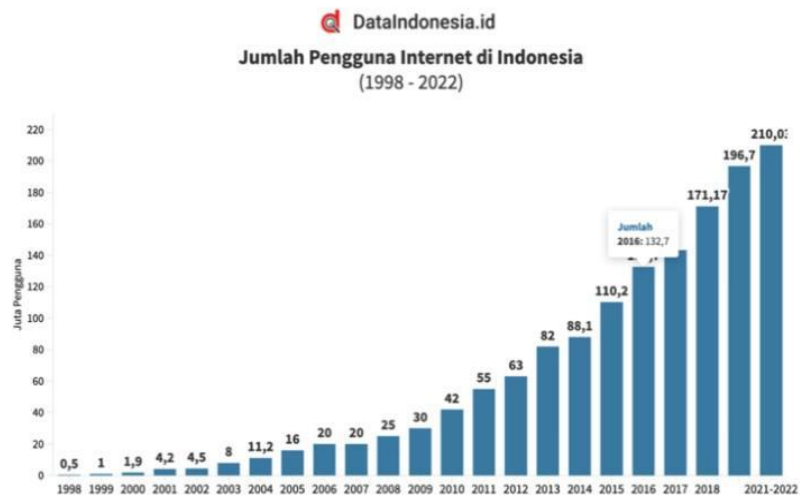
Figure 1.1 Number of Internet Users in Indonesia
Source: Indonesia.id data, 2023

According to survey results from the Association of Indonesian Internet Service Providers (AJPII), there were 210.03 million internet users in Indonesia in 2021-2022 (Data Indonesia.id, 2023). This is supported by user data *e-commerce* in Indonesia which is predicted to increase in 2024 (www.tempo.co, 2023) from 2019 which amounted to 129 million users, increasing significantly in 2024 which is predicted to reach 189.6 million which can be seen in figure 1.2 (www.tempo.co, 2023).

Figure 1.2 Predicted Number of E-commerce Users in Indonesia 2024
Source: www.tempo.co, 2023

Based on survey data in early 2023 by the Indonesian Internet Service Providers Association (APJII), Shopee is a shop *online* with the most customers domestically in early 2023 (56%) ahead of Tokopedia,
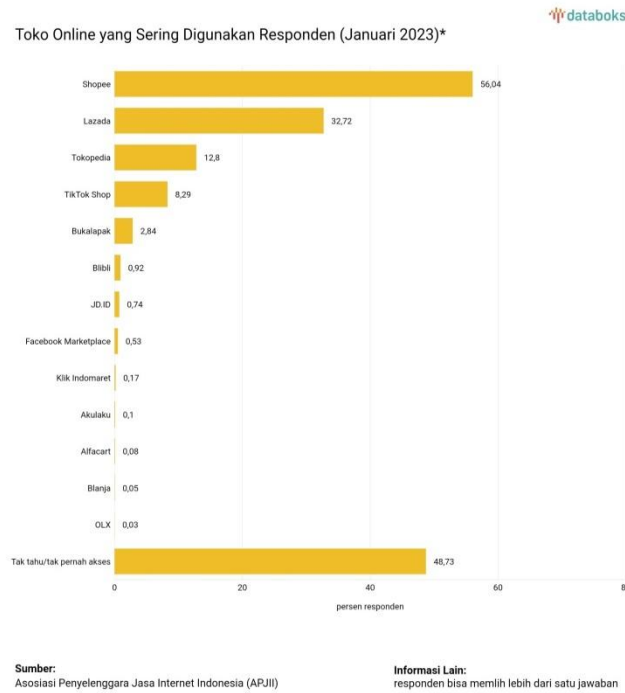Lazada, Tiktok Shop and so on.

Figure 1.3 Shop *Online* Frequently Used by Respondents (January 2023)
Source: Association of Indonesian Internet Service Providers (AJPII)

This is reinforced by similar web data, which shows that Shopee is *e-commerce, the* marketplace category that received the most site visits in Indonesia throughout 2023. During January-December 2023, cumulatively the Shopee site achieved around 2.3 billion visits, far surpassing its competitors.

Figure 1.3 5 E-commerce with the Most Visitors in Indonesia (January-December 2023)
Source: Similar web, 2023

Various opportunities for *e-commerce* to be competent makes researchers in the field of marketing very interested in continuing to carry out related research *e-commerce*. The factors that influence consumers' buying interest in shopping o*nline* including the perception of quality (*Perceived of Quality*).

According to (Fitri & Sulaeman, 2021) defined perceived quality is the customer's

view of the overall perceived quality of a product or service compared to other goods or services with the expected goal in accordance with what the customer wants.

However, no matter how good the system is *e-commerce*, there are still risks. In *e-commerce*, buyers and sellers do not meet face to face, so each party has different risk perceptions. These concerns usually include the risk of loss, the product delivery time factor, and the quality of the product itself. This fact will certainly have a significant impact on consumer interest in purchasing through e-commerce services, because this process contains many risks.

According to (Dwi in Wahyuni, 2021) risk perception is defined as uncertainty and negative consequences that may be received from purchasing a product or service. This risk perception is an important component in information processing carried out by consumers. Consumers are increasingly encouraged to seek additional information when faced with purchasing products with high risks.

Based on the background and phenomena that have been described above, from a review of the quotes presented by experts and previous research, the author is interested in conducting research entitled **"Influence *Perceived of Quality* and *Perceived of Risk* to *Online Purchase Intention* on *e-commerce* (Case Study at PT Shopee Indonesia)'**

2. RESEARCH METHOD

This research uses quantitative methods. According to Sugiyono (2015: 8), quantitative research methods are "research methods based on the philosophy of positivism, which are used to research certain populations or samples. The sampling technique is generally carried out randomly. Data collection uses research instruments, data analysis quantitative/statistical in nature with the aim of testing predetermined hypotheses"

3. RESULT

1. Data about *Perceived Quality* marketing division based on the results of filling out a questionnaire with 100 respondents, the highest score was 60 and the lowest score was 29 with a range of 31 and a standard deviation of 6.65 and a variance of 44.28. Mean 52.63; median 53.5 and mode 60

2. Data about *Perceived Risk* marketing division based on the results of filling out a questionnaire with 100 respondents, the highest score was 100 and the lowest score was 60 with a range of 40 and a standard deviation of 9.25 and a variance of 85.65. Mean 90.73; median 94 and mode 100

3. Data about *Online Purchase Intention* Based on the results of filling out the questionnaire with 100 respondents, the highest score was 70 and the lowest was 42 with a range of 28 and a standard deviation of 7.82 and a variance of 61.19. Mean 61.68; median 62 and mode 70.

4. CONCLUSION

1. Influence *Perceived of Quality* to *Online Purchase Intention* Based on the calculation results, the correlation coefficient is r = 0.668 and the determination coefficient is $R = r^2 = 0.446$. Testing the significance of the correlation obtained t_{count} (1,882) > t_{table} (2,000) on $\alpha = 0.05$, indicating that the correlation coefficient is significant. That means it's getting better *Perceived of Quality* will be followed by height *Online Purchase Intention*. Meanwhile, the coefficient of determination of 0.446 indicates that there is 44.6% variation *Online Purchase Intention* can be explained by variation *Perceived of Quality*, the remaining 55.4% is determined by other outside factors *Perceived of Quality*. Based on the calculation results to construct a regression equation model between *Perceived of Quality* (X) with *Online Purchase Intention* (Y) obtained constant $\alpha = 20.362$ and

regression coefficient $\beta = 0.785$. Thus, the influence between the independent variable X and the dependent variable Y can be expressed in a simple linear regression equation model as follows: $\acute{Y} = 20.362 + 0.785X$. The regression equation $\acute{Y} = 20.362 + 0.785X$ shows that if *Perceived of Quality* and *Online Purchase Intention* measured by the instrument used in this research, then each increase is one unit in the score *Perceived of Quality* (X) will be followed by a score increase *Online Purchase Intention* of 0.785 with a constant of 20.362. The results of the regression significance test based on the ANOVA table obtained F_{count} (78,88) $>$ F_{table} (6.90) at $\alpha = 0.01$. This shows that the regression equation model is significant. The linearity test results obtained were F_{count} (1,32) $<$ F_{table} (1.70) at $\alpha = 0.05$. These results indicate that the regression equation is linear.

2. Influence *Perceived of Risk* to *Online Purchase Intention* Based on the calculation results, the correlation coefficient is r = 0.732 and the determination coefficient is $R = r^2 = 0.536$. Testing the significance of the correlation obtained t_{count} (10,636) $>$ t_{table} (2,000) on $\alpha = 0.05$, indicating that the correlation coefficient is not significant. That means it's getting better *Perceived of Risk* will be followed by height *Online Purchase Intention*. Meanwhile, the coefficient of determination of 0.536 shows that there is 53.6% variation *Online Purchase Intention* can be explained by variation *Perceived of Risk*, the remaining 46.4% is determined by other outside factors *Perceived of Risk*. Based on the calculation results to construct a regression equation model between *Perceived of Risk* (X) with *Online Purchase Intention* (Y) obtained constant $\alpha = 5.546$ and regression coefficient $\beta = 0.619$. Thus, the influence between the independent variable X and the dependent variable Y can be expressed in a simple linear regression equation model as follows: $\acute{Y} = 5.546 + 0.619X$. The regression equation $\acute{Y} = 5.546 + 0.619X$ shows that if *Perceived of Risk* and *Online Purchase Intention* measured by the instrument used in this research, then for every increase of one unit the score *Perceived of Risk* (X) will be followed by a score increase *Online Purchase Intention* of 0.619 with a constant of 5.546. The results of the regression significance test based on the ANOVA table obtained F_{count} (113,13) $>$ F_{table} (6.90) at $\alpha = 0.01$. This shows that the regression equation model is significant. The linearity test results obtained were F_{count} (0,53) $<$ F_{table} (1.67) at $\alpha = 0.05$. These results indicate that the regression equation is linear.

3. Influence *Perceived of Quality* and *Perceived of Risk* to *Online Purchase Intention* Based on the calculation results, a multiple correlation coefficient of r = 0.767 and a multiple determination coefficient of $R = r^2 = 0.588$ is obtained. Testing the significance of the multiple correlation obtained F_{count} (19.26) $>$ F_{table} (1.84) at $\alpha = 0.05$, indicating that the multiple correlation coefficient is significant. That means it's getting better *Perceived of Quality* and *Perceived of Risk* will be followed by height *Online Purchase Intention*. Meanwhile, the multiple determination coefficient of 0.588 indicates that there is 58.8% variation *Online Purchase Intention* can be explained by variation *Perceived of Quality* and *Perceived of Risk*, the remaining 41.2% is determined by other outside factors *Perceived of Quality* and *Perceived of Risk*. Based on the calculation results to construct a regression equation model between *Perceived of Quality* (X1) and *Perceived of Risk* (X2) with *Online Purchase Intention* (Y) obtained constant $\alpha = 2.621$ and regression coefficient $\beta 1 = 0.368$ and regression coefficient $\beta 2 = 0.437$. Thus the influence between independent variables X1 and X2 and the dependent variable Y can be expressed in a multiple linear regression equation model as follows: $\acute{Y} = 2.621 + 0.368X1 + 0.437$ The multiple linear regression equation $\acute{Y} = 2.621 + 0.368X1 + 0.437X2$ shows that if *Perceived of Quality* and *Perceived of Risk* as well as *Online Purchase Intention* measured by the instrument used in this research, then for every increase of one unit the score *Perceived of Quality* (X1) will be followed by a score increase *Online Purchase*

Intention of 0.368 with a constant of 2.621. And each increase is one unit of score *Perceived of Risk* (X2) will be followed by a score increase *Online Purchase Intention* of 0.437 with a constant of 2.621

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