

ABSTRACT

Cindy Liyanto

(01011170257)

“THE INFLUENCE OF PERCEIVED RISK AND PERCEIVED BENEFIT FOR LAZADA MILENIAL CONSUMEN”

(xiv + 174 pages; 42 tables; 8 pictures)

Current technological developments cover all aspects of human life. Especially for the millennial generation, as the generation who coexist most closely with technology, technology has become their basic requirement. Current technology also facilitates transactions, information exchange, and shopping styles. Where the online shopping trend emerged among the community. In this study, the online shopping platform to be discussed is Lazada, which is one of the largest e-commerce in Indonesia. The existence of online shopping really makes it easy and provides many benefits to the community. However, it cannot be denied that for all these advantages, there are risks that arise as part of the use of these technologies. The perceived advantages and disadvantages are known as perceived risk and perceived benefits. This study also describes the dimensions of perceived risk and perceived benefits which will be the variables that affect the online intention of Lazada millennial consumers. Perceived risk dimensions consist of delivery risk, privacy risk, quality risk, and time risk. Meanwhile, the perceived benefit dimensions consist of convenience, product selection, ease of shopping, and enjoyment. Through this research, it will be known whether the perceived benefits and risk perceptions affect the online intention of Lazada millennial consumers. The method used in testing this research is the PLS-SEM 3.0. In data collection, researchers used the convenience sampling method, by distributing questionnaires to respondents who were Lazada millennial consumers. This research was conducted from September to November 2020 with 230 respondents. In the results of this study, it was concluded that the variables of delivery risk, privacy risk, quality risk, time risk, convenience, and ease of shopping had no effect on online intention. Meanwhile, product selection and enjoyment variables have an effect on online intention.

Reference: 53 (2004-2019)

Keywords: *perceived risk, perceived benefit, delivery risk, privacy risk, quality risk, time risk, convenience, product selection, ease of shopping, enjoyment, online intention, and Lazada.*

ABSTRAK

Cindy Liyanto

(01011170257)

“PENGARUH PERCEIVED RISK DAN PERCEIVED BENEFIT TERHADAP ONLINE INTENTION KONSUMEN MILENIAL LAZADA ”

(xiv + 174 pages; 42 tables; 8 pictures)

Perkembangan teknologi saat ini sudah meliputi semua aspek kehidupan manusia. Terutama bagi generasi milenial, sebagai generasi yang hidup paling berdampingan dengan teknologi, teknologi sudah menjadi kebutuhan pokok mereka. Teknologi saat ini juga memudahkan dalam hal transaksi, pertukaran informasi, maupun gaya belanja. Dimana muncul lah *trend online shopping* dikalangan masyarakat. Dalam penelitian ini, platform berbelanja online yang akan dibahas adalah Lazada, yaitu salah satu *e-commerce* terbesar di Indonesia. Adanya *online shopping* sungguh memudahkan dan memberikan banyak keuntungan kepada masyarakat. Akan tetapi, tidak dapat dipungkiri bahwa segala keuntungan tersebut, terdapat resiko yang muncul sebagai bagian dari penggunaan teknologi tersebut. Persepsi keuntungan maupun kerugian tersebut dikenal dengan *perceived risk* dan *perceived benefit*. Penelitian ini juga menjabarkan dimensi-dimensi dari *perceived risk* dan *perceived benefit* yang akan menjadi variabel yang mempengaruhi online intention konsumen milenial Lazada. Dimensi *perceived risk* terdiri dari *delivery risk*, *privacy risk*, *quality risk*, dan *time risk*. Sedangkan dimensi *percieved benefit* terdiri dari *convenience*, *product selection*, *ease of shopping*, dan *enjoyment*. Melalui penelitian ini, akan diketahui apakah persepsi keuntungan dan persepsi resiko tersebut berpengaruh terhadap online intention konsumen milenial Lazada. Metode yang digunakan dalam menguji penelitian ini adalah dengan PLS-SEM 3.0. Dalam pengumpulan data, peneliti menggunakan metode *convenience sampling*, dengan menyebarkan kuesioner kepada responden yang merupakan konsumen milenial Lazada. Penelitian ini dilakukan dari September hingga November 2020 dengan jumlah responden sebanyak 230 responden. Dalam hasil penelitian ini, disimpulkan bahwa variabel *delivery risk*, *privacy risk*, *quality risk*, *time risk*, *convenience*, dan *ease of shopping* tidak berpengaruh terhadap *online intention*. Sedangkan variabel *product selection* dan *enjoyment* berpengaruh terhadap *online intention*.

Referensi: 53 (2004-2019)

Kata kunci: *perceived risk*, *perceived benefit*, *delivery risk*, *privacy risk*, *quality risk*, *time risk*, *convenience*, *product selection*, *ease of shopping*, *enjoyment*, *online intention*, dan Lazada.