

## Perbedaan perceived risk online shoppers dan non online shoppers pada jual beli online = The Differences of perceived risks between online shoppers and non-online shoppers on online trade and sell

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### Abstrak

Tujuan utama dari penelitian ini adalah untuk meneliti perbedaan perceived risk antara online shoppers dan non-online shoppers pada jual beli online. Non online shoppers adalah responden yang belum memiliki pengalaman sama sekali dalam berbelanja online. Sedangkan online shoppers adalah responden yang sudah memiliki pengalaman dalam berbelanja secara online. Dalam penelitian ini penulis mengkhususkan objek penelitiannya yaitu jual beli melalui media internet dalam bentuk forum jual beli. Dimensi-dimensi perceived risk yang digunakan dalam penelitian ini adalah financial risk, psychological, time risk, privacy risk, fraud risk, product risk, information risk, dan delivery risk. Dari hasil penelitian ini, diketahui bahwa terdapat perbedaan perceived risk antara online shoppers (pada forum jual beli kaskus.us) dan nononline shoppers pada jual beli online di internet. Responden non-online shoppers mempunyai nilai rata-rata perceived risk yang lebih tinggi dari online shoppers yang artinya responden non-online shoppers merasakan risiko lebih tinggi daripada responden online shoppers.

.....The main purpose of this study was to examine the perceived risks diferent between online shoppers and non-online shoppers at e-commerce. Non-online shoppers is respondent's cattegory who had no experience at all in online shopping. While online shoppers is the respondents who already had experience in in online shopping. This study specialize the form of buy and sell forum as research object. In this study also elaborated the dimentions of perceived risk in online shopping at pervious research. Those the dimensions of perceived risk used in this study is financial risk, psychological, time risk, privacy risk, fraud rsik, product risk, information risk, and delivery risk. The results of this study, it is known that there are differences between online shopper's perceived risk (in the buy and sell forum kaskus.us) and non-online shopper's perceived risk in online shopping. As expected, non-online shoppers viewed online shopping riskier than did online shoppers.