

Hubungan antara perceived risk dan intensi repurchase pada konsumen belanja online = The relationship between perceived risk and repurchase intention among online shopping consumers

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Abstrak

Penelitian ini dilakukan untuk melihat hubungan antara perceived risk dan intensi repurchase pada konsumen belanja online. Perceived risk diukur dengan Perceived Risk in Online Shopping (Naiyi, 2004). Sementara intensi repurchase diukur dengan Repurchase Intention Questionnaire (Chiu et al., 2008). Responden merupakan 453 mahasiswa yang pernah melakukan perbelanjaan online, dan data dikumpulkan dengan menggunakan kuesioner online. Hubungan kedua variabel dilihat dengan menggunakan teknik Pearson Correlation. Hasil penelitian menunjukkan bahwa terdapat hubungan negatif yang signifikan antara perceived risk dengan intensi repurchase, dengan $r = -0.271$ ($p < 0.01$, 2-tailed). Artinya, semakin tinggi perceived risk seseorang, semakin rendah intensi repurchase-nya. Dengan demikian, disarankan bagi bisnis e-commerce untuk meminimalisir perceived risk konsumen, dengan misalnya memberi jaminan penggantian barang.

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This study was conducted to find the relationship between perceived risk and repurchase intention in online shopping consumer. Perceived risk was measured using Perceived Risk in Online Shopping (Naiyi, 2008), and repurchase intention was measured using Repurchase Intention Questionnaire (Chiu, et al., 2008). Respondents in this study were 453 college students who shopped online, using online questionnaire. The relationship between both variables was calculated using Pearson Correlation. Based on the result of this study, there is a significant relationship between perceived risk and repurchase intention, with negative correlation, with $r = -0.271$ ($p < 0.01$, 2-tailed), which means, the higher perceived risk of someone's own, the lower his/her intention to repurchase in the same store/vendor. Therefore, it is recommended for e-commerce businesses to minimize consumers' perceived risk, for example, by product replacement warranty.