

Pengaruh Tingkat Routine Online Activity terhadap Tingkat Risiko Penipuan Konsumen di E-Commerce (Studi Kasus Penduduk DKI Jakarta yang Bekerja di sekitar Sudirman Central Business District) = The Impact of the Levels of Routine Online Activity to the Levels of Consumer Fraud Risk in E-Commerce (Case Study of Jakarta Citizen who Work around Sudirman Central Business District)

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Abstrak

Penelitian ini bertujuan untuk merekam dan mengkorelasikan tingkat routine online activity terhadap tingkat risiko penipuan konsumen di e-commerce. Landasan teori yang digunakan adalah teori aktivitas rutin. Menggunakan metode kuantitatif, pengumpulan data dilakukan melalui self-administered questionnaire 40 item terhadap 100 pekerja di Sudirman Central Business District. Penelitian ini memiliki hipotesis bahwa terdapat pengaruh antara tingkat routine online activity terhadap penipuan konsumen di e-commerce. Analisis menggunakan uji tabulasi silang, signifikansi, korelasi, dan regresi. Penelitian menemukan bahwa terdapat pengaruh antara tingkat routine online activity terhadap tingkat risiko penipuan konsumen dengan tingkat korelasi sebesar 0,408.

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This thesis aims to record and correlate the levels of routine online activity to the levels of consumer fraud risk in e-commerce. The theoretical framework used is routine activity theory. Using quantitative method, the data was collected through 40 items self-administered questionnaire of 100 Jakarta citizen who work around Sudirman Central Business District. This thesis stands with hypothesis that there is a significant relation between the levels of routine online activity to the levels of consumer fraud risk in e-commerce. The data analysis was performed with cross-tabulation, significance, correlation, and regression test. This research found that there is an impact between the levels of routine online activity to the levels of consumer fraud risk in e-commerce with 0,408 Pearson Correlation score.</i>