

**PENGARUH *PERCEIVED RISK*, *ONLINE REVIEW*, DAN *SOCIAL INFLUENCE* TERHADAP *ONLINE PURCHASE INTENTION* PRODUK *MOBILE & ELECTRONIC* PADA *MARKETPLACE* SELAMA MASA PANDEMI *COVID 19* DI INDONESIA**

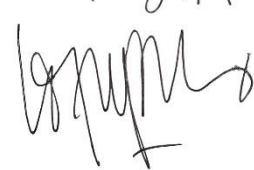
**Yesi Anggraini**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis, pengaruh *perceived risk*, *online review*, dan *social influence* terhadap *online purchase intention* produk *mobile & electronic* pada *marketplace* selama masa pandemi *COVID 19* di Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya serta data sekunder yang diperoleh dari website resmi yang membahas mengenai data produk *mobile & electronic* berupa data statistik. Analisis dalam penelitian ini menggunakan analisis regresi. Hasil analisis data menunjukkan bahwa secara parsial *perceived risk* dan *social influence* berpengaruh positif terhadap *online purchase intention* dengan nilai signifikansi 0,000. Namun, *online review* tidak memiliki pengaruh terhadap *online purchase intention* karena nilai signifikansi 0,259 > 0,05.

**Kata Kunci:** *Perceived Risk*, *Online Review*, *Social Influence*, dan *Online Purchase Intention*

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**THE EFFECT OF PERCEIVED RISK, ONLINE REVIEW, AND SOCIAL INFLUENCE ON ONLINE PURCHASE INTENTION OF MOBILE & ELECTRONIC PRODUCTS ON THE MARKETPLACE DURING THE COVID-19 PANDEMIC IN INDONESIA**

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**Abstract**

*This study aims to analyze the influence of perceived risk, online review, and social influence on online purchase intention of mobile & electronic products in the marketplace during the COVID-19 pandemic in Indonesia. The method used in sampling is purposive sampling with a total of 100 respondents. Primary data was collected using a questionnaire method that has been tested for validity and reliability and secondary data obtained from the official website that discusses mobile & electronic product data in the form of statistical data. The analysis in this study uses regression analysis. The results of data analysis show that partially perceived risk and social influence have a positive effect on online purchase intention with a significance value of 0.000. However, online review has no effect on online purchase intention because the significance value is  $0.259 > 0.05$*

**Keywords:** *Perceived Risk, Online Review, Social Influence, Online Purchase Intention*

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