

ABSTRACT

Development of e-Commerce in Indonesia itself quite rapidly. Currently, many companies in Indonesia using the Internet as a medium of transaction, either as supporters or as a primary vehicle. E-Commerce Growth in Indonesia, which quite rapidly, it was not followed by the high interest in buying through online shopping purchases. According to the survey conducted by the MARS (2008), most people in Indonesia are still using the Internet for social networking, browsing, downloading.

This study examines the process of perceived risk increase interest in purchasing online shopping. This research was done because of the research gaps from previous research about the level of perceived risk will be addressed in the research Vijayasarathy & Jones (2000) found that the level of perceived risk will affected the buying interest in online shopping.

However, this is contrary to research conducted by Leelayouthayotin (2004) stating that the level of perceived risk will not affect the intention to purchase via online shopping. The above problems underlying this research is to find out how to manage perceived risk increase interest in purchasing online shopping. In this study developed a theoretical model with the proposed five hypotheses to be tested using Structural Equation Model (SEM) using AMOS software 16. Respondents used in this study is that all levels of society who live in the city of Semarang, at least 18 years old, minimum education level of high school and interested to do online shopping through www.kaskus.com of 150 respondents.

Results from SEM data processing for the full model modification indices have largely meet the criteria of goodness of fit as follows chi square = 157.120, probability = 0.065, GFI = .900, AGFI = .867, TLI = .985, CFI = 0.987; Cmin / DF = 1.195, RMSEA = .036. Thus it can be said that this model is feasible to use. The results of this study demonstrate the process to increase interest in online shopping purchases through the perceived risk is through perceived of usefulness and perceived ease of use of online shopping transactions.

Keywords : *Trust, Perceived Risk, Perceived Usefulness, Perception Ease of Use and Online Shopping Purchases.*