

**Pengaruh Persepsi Resiko Generasi Milenial Terhadap
Keputusan Pembelian E-Commerce Shopee**

*The Influence Of Millenial's Risk Perceptions On E-Commerce
Shopee Purchase Decisions*

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Abstract

Online applications are currently an inseparable part of the role of the Millennial Generation as online shop consumers. E-commerce as an exchange of information using communication technology, with online shopping applications, purchases can be made without being limited by place. Risk perception is the consumer's perception of uncertainty and the negative consequences that may be received from online shopping, including financial risk, product risk, delivery risk, and time or convenience risk. The purpose of this study was to determine whether the millennial generation's risk perception has the ability to influence e-commerce purchasing decisions. This type of research is quantitative research by taking all millennial generations in Jakarta who have done online shopping as a

population. Sampling in this study is non-probability sampling with reliance available sampling technique by relying on the presence of anyone who coincidentally meets the researcher and is deemed suitable as a sample. The results of this study state that there are no significant effects between Financial Risk and Time Convenience Risk variables on Purchasing Decision partially, but there are significant effects between Product Risk and Shipping Risk on Purchasing Decision partially, with the last there is no significant effect between Financial Risk, Product Risk, Shipping Risk, Time Convenience Risk on the Purchasing Decision simultaneously. The ongoing COVID-19 pandemic has also become one of the obstacles in the smooth running of the research process and conducting this research. Development by adding variables and research space can be considered as input for subsequent research to be carried out

Keywords: Risk Perception, Purchase Decision

Abstraksi

Aplikasi online pada saat ini merupakan bagian yang tidak terpisahkan dari peran Generasi Milenial sebagai konsumen *online shop*. Dengan aplikasi *online* pembelian dapat dilakukan tanpa terbatas oleh tempat. Persepsi resiko adalah persepsi konsumen mengenai ketidakpastian dan konsekuensi negatif yang mungkin diterima dari perbelanjaan secara daring antara lain resiko keuangan, resiko produk, resiko pengiriman, dan resiko waktu atau kenyamanan. Tujuan penelitian ini adalah untuk mengetahui apakah persepsi resiko generasi milenial memiliki kemampuan mempengaruhi keputusan pembelian e-commerce Shopee. Jenis penelitian ini adalah penelitian kuantitatif dengan mengambil seluruh generasi milenial di Jakarta yang pernah

melakukan belanja *online* sebagai populasi. Sampling pada penelitian ini *nonprobability sampling* dengan teknik *reliance available sampling* dengan mengandalkan pada keberadaan siapa saja yang secara kebetulan bertemu dengan peneliti dan dipandang cocok sebagai sampel. Hasil penelitian ini menyatakan bahwa tidak terdapat pengaruh yang signifikan antara bebas variabel Resiko Keuangan, variabel Resiko Kenyamanan Waktu terhadap (Y) secara parsial, dan terdapat pengaruh yang signifikan antara bebas Resiko Produk, Resiko Pengiriman terhadap (Y) secara parsial, serta tidak terdapat pengaruh yang signifikan variabel Resiko Keuangan, Resiko Produk, Resiko Pengiriman, Resiko Kenyamanan Waktu terhadap variabel Keputusan Pembelian secara simultan/bersama-sama. Kondisi pandemic COVID-19 yang masih berlangsung turut menjadi salah satu hambatan dalam kelancaran proses penelitian dan pengerjaan penelitian ini. Pengembangan dengan menambah variabel dan ruang penelitian dapat menjadi pertimbangan masukan untuk penelitian-penelitian berikutnya yang akan dilakukan.

Keywords: Persepsi Resiko, Keputusan Pembelian

INTRODUCTION

Indonesia is the number 1 as a country in Southeast Asia with the foremost critical e-commerce exchanges. Millennials in Indonesia, whose typical age is 18-25 a long time, possess 69% of the overall populace who apply the net as a infers of online shopping (Ati Haryati & Lestari, 2020). The phenomenon of the rise of online shopping (online shop) has led to various perceptual impacts, both positive and negative, from the consumer side. The generation that most feels the need and literacy of digitalization is the generation referred to as the "Millennial Generation" (Melissa Gunawan, Evelien Alim Sompie, 2017).

Research on the behavior patterns of the millennial generation shopping at online stores (e-commerce), revealed by (Ayuningtyas et al., 2018) mentioned that the interesting characters of the millennial family's behavior that differs from the family in past eras, make marketers has to center on the generally process of obtaining choices made by the millennial family.

Perceived risk is an estimation of unforeseen irritation and dissatisfaction with buy choices based on the purchase target (Hidayatullah et al., 2018), and thus it may be a strong pointer of shopper behavior since shoppers are more likely to reduce conceivable disappointments instead of look for the buy achievement. Based on research from (Fihartini et al., 2021) perceived risk hypothesis has been executed since the 1960s to clarify buyer behavior and the risk settings are distinctive depending on the challenges experienced in each period (Yunita, 2019).

The emergence of the impact of risk in conducting transactions, especially related to the financial aspect is very sensitive, especially for consumers who are already customers of an online shop demanding the responsibility of Shopee, especially online shops with a brand image that already has a name like Shopee (Firdayanti, 2012). Consumer experiences that have been negatively impacted, undermine consumer and customer trust (Felisia, 2020).

Risk Perception

Charu Panwar (2018) in his inquire about the "Consumer perceived risk in online shopping environment via Facebook as medium", states that online shops have other conceivable outcomes that are affected by extra dangers not found in customary markets, distinguished the dimensions of risk perception, namely: Financial Risk, Product Risk, Time Risk, and Shipping Risk (Panwar, 2018).

Perceived risk is also the sum of hazard seen by the buyer could be a work of two main factors, specifically, the sum at stake within the buy choice, and the individual's feeling of subjective certainty that he/she will "win" or "love" all or a few of the sum at stake (Kok Wai Tham, 2019).

Financial Risk

Buyers could be stressed with respect to online security and security within the utilize of their credit cards and revelation of individual data. Subsequently, in spite of the fact that in case clients make an arrange online, most clients favor other installment strategies, for illustration, cash on delivery, online/offline keeping money exchange and third party secured installment strategy, like PayPal, instead of utilizing credit cards (Kok Wai Tham, 2019)

H1: *Financial risk has a positive significant impact on consumers' online purchase decision.*

Product Risk

Product risk relates to the execution or quality of good administrations that buyers select through online shopping and expressed item chance incorporates an arrangement of categories among different clients. Product risk sketched out as the disparity between the item hazard gotten and the anticipated chance in outline of the item. The depiction and the show of the item quality driven to the cause of item chance, which strikingly influences the consumer's capability to comprehend the item (Kok Wai Tham, 2019).

H2: *Product risk has a positive significant impact on consumers' online purchase decision.*

Delivery Risk

Dan et al. (2007) said that in a web shop have an awesome potential with respect to losing their item when carry out the delivery process to customers and there's also a chance of damage the item is within the handle of being sent and there was

a mistake in conveyance after making consumer shopping process (Karami & Wismiarsi, 2016).

H3: *Delivery risk has a positive significant impact on consumers' online purchase decision.*

Time Convenience Risk

Time convenience risk is the consumer's see of the time squandered replacing broken in online shopping. Dwindle and Ryan (1976) included that time hazard is the potential for misplaced time when the off-base choice to shop. Quality Bad items or administrations are the foremost dodged by all consumers (Ueltschy, 2004); (Karami & Wismiarsi, 2016).

H4: *Time convenience risk has a positive significant impact on consumers' online purchase decision.*

Online Purchase Decision

Schiffman and Kanuk (2004), define purchasing decisions as the selection of two or more alternative purchasing decision choices. In other words, consumers who want to make choices must make choices from various available alternatives (Firdayanti, R. (2012). Meanwhile, according to Haubl and Trifts (2000) defines shopping through the internet as an exchange or computer activity carried out by a consumer through electronic devices. computer interface as a basis, where the consumer's computer is connected to the internet and can interact with retailers or virtual stores that sell products or services over the network (Riza Fanny Meutia, 2019).

Millennial Generation

Carlson (2008) stated the same thing as Mannheim related to the characteristics of the millennial generation based on the year of birth, Carlson said that the period from 1983 to 2001 was the range of the year the millennial generation was born (Waris et al., 2020). Meanwhile, according to BAPPENAS, of the 63 million millennials in Indonesia, the population is aged 20 to 35 years. In the perspective of Absher and Amidjaya (2008)

the millennial generation ranged from 1982 to 2002 and experienced the google generation, net generation, generation Z, echo boomers, and dumbest generation (Lalo, 2018).

Based on previous research, the research model is:

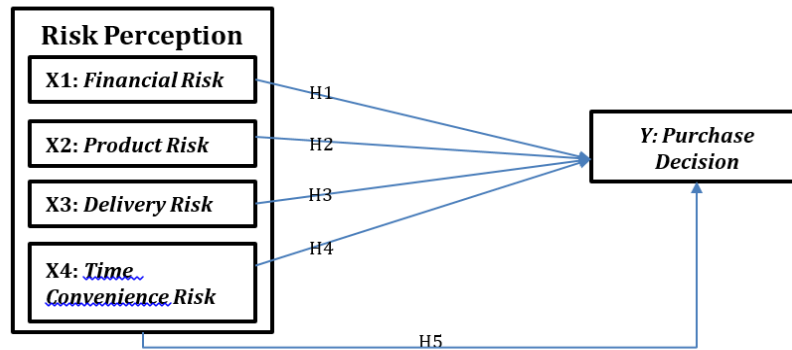


Figure 1. Research Framework

Source: (Panwar, 2018)

METHOD

This research method uses a survey method which was developed with a questionnaire in the form of a questionnaire based on literature and statement items distributed as primary data to the Millennial Generation who experience e-commerce online shopping purchasing services in Indonesia regardless of type and type, while secondary data in the form of e-journals, books, internet, e-books, e-magazines, and others relevant to this research. The type of research used in this research is quantitative method. This research uses purposive sampling. Purposive sampling is a sampling technique and data source with certain considerations (John W. Creswell, 2018).

In this study, the researchers used data triangulation techniques, namely by combining 3 data collection techniques (observation, interviews and documentation). Population is a group of individuals of the same species residing in a certain area and at a certain time. The population in this study is limited

to all millennial generations with ages between 19 and 39 years who have done online shopping services or e-commerce (online shop) in Indonesia regardless of type. and the like.

Hair, et al (1998) stated that although there was no correct sample size, it stated that the appropriate sample size was between 100 to 200 samples (John W. Creswell, 2018). The sampel in this research is 106 respondents.

In this research, there are four kinds of analysis, namely instrument test, prerequisite test, hypothesis test, and multiple linear regression test. Instrument Test includes: Instrument Validity Test and Instrument Reliability Test. Prerequisite test is a test that must be done before hypothesis testing is homogeneity and normality test, multicollinearity test, heteroscedasticity test, normality test, autocorrelation test, correlation coefficient test. For the hypothesis, the t-test and F-test were carried out.

RESULTS

Characteristics of Respondents

Respondents in this study were mostly women, namely 72 percent and men at 28 percent. The occupations of the respondents in this study were 74.60 percent were students, while 9.30 percent were employees, and 6.60 were entrepreneurs. It can be concluded from the results of this questionnaire that most of the millennial generation are students who continue their studies. However, 9.30% of millennial respondents choose to work and some choose to be self-employed.

Validity and Reliability Test

Based on the validity test, all indicators in this research have a value of Corrected Item Total Correlation greater than the value of r table which is 0.1909 so that all variables are declared valid. Same result with reliability test, all variables have Cronbach's Alpha values greater than 0.6, so all of these variables are said to be reliable.

In Multicollinearity Test the standard error value of all variables are less than one, so it can be said that the standard error value is low and multicollinearity is not detected.

For Heteroscedasticity Test, the scatterplot results show the points spread below and above the Y axis, and do not have a regular pattern. So it can be concluded that the independent variable above does not occur heteroscedasticity or is homoscedasticity

Partial t test

Table 1. Partial t test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	22.200	1.062		20.911	.000
	X1 Total	.004	.113	.005	.036	.971
	X2 Total	.112	.123	.146	.910	.365
	X3 Total	-.104	.143	-.124	-.727	.469
	X4 Total	.011	.156	.012	.071	.943

a. Dependent Variable: Y_Total

Source: SPSS25 result, n=100 (2022)

Based on table 1, it can be seen that the t value for X1 = 0.036; X2 = 0.910; X3 = 0.727; and X4 = 0.071, which is greater than the t-table value, which is 0.67681. The value of t arithmetic X1 (0.036) < t table (0.67681) Thus it can be concluded that there is no significant effect between free X1 (Financial Risk) and (Y). Buying decision.

Next, the value of t arithmetic X2 (0.910) > t table (0.67681) thus it can be concluded that there is a significant effect between free X2 (Product Risk) and (Y). Buying decision. The t value of the variable X3 (0.727) > t table (0.67681) thus it can be concluded that there is a significant effect between free X3 (Shipping Risk) on Y (Purchase Decision). Finally, the t value of the X4 variable (0.071) < t table (0.67681) thus it can be

concluded that there is no significant effect between free X4 (Time Convenience Risk) on Y (Purchase Decision).

Significance Test (F Test)

Table 2. Partial t test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.337	4	1.584	.297	.879 ^b
	Residual	539.096	101	5.338		
	Total	545.434	105			

a. Dependent Variable: Y_Total

b. Predictors: (Constant), X4_Total, X1_Total, X2_Total, X3_Total

Source: SPSS25 result, n=100 (2022)

Based on the data in table 8 it is found that the value of Sig. count is 0.879 > 0.05, meaning that there is no significant effect of variable X (Financial Risk, Product Risk, Shipping Risk, Time Convenience Risk on variable Y (Purchase Decision) simultaneously/together. It is found that the calculated F value = 0.297 more smaller than 10 with a Sig level of 0.879 > 0.05, then this regression model cannot be used to predict the purchase decision variables.

DISCUSSION

The results of the H1 test in table 1 stated that there is no significant effect between the independent variable X1 (Financial Risk) on the dependent variable (Y) Purchase Decision because the value of t-test X1 (0.036) < t table (0.67681). Previous reseach (Fihartini et al., 2021) stated that in making online purchasing decisions, respondents do not think about the possibility of misuse of the personal credit card used or the possibility of burglary of credit card information by third parties.

That is why purchasing decisions are not significantly affected by financial risk.

In table 1 on testing the second hypothesis, it can be concluded that there is a significant effect between the independent variable X2 (Product Risk) on the dependent variable (Y) Purchase Decision because the value of t arithmetic X2 (0.910) > t table (0.67681). This research result supported previous research from (Karami & Wismiarsi, 2016) stated that in making online purchasing decisions, respondents consider the risk of the product received being damaged, or the possibility of receiving a product that is different from what was ordered. That is why respondents are more careful in making purchasing decisions, so that product risk has a significant influence on purchasing decisions.

The results of processing hypothesis 3 in table 1 conclude that there is a significant effect between the independent variable X3 (Shipping Risk) on the dependent variable Y (Purchase Decision) because the t value of the X3 variable (0.727) > t table (0.67681). This is because in making online purchasing decisions, respondents consider the risk of the possibility of receiving products not on time, doubting the credibility of delivery services, or not receiving products ordered online. This is what causes respondents to be more careful in making purchasing decisions, so that delivery risk has a significant influence on purchasing decisions. This research supported previous research from (Karami & Wismiarsi, 2016).

The results of testing hypothesis 4 in table 1 state that there is no significant effect between the independent variable X4 (Time Convenience Risk) on the dependent variable Y (Purchase Decision) because the t value of the X4 variable (0.071) < t table (0.67681). Based on previous journal from (Karami & Wismiarsi, 2016), this is because in making online purchasing decisions,

respondents do not think about the possibility of finding the right one for online shopping or the possibility of canceling orders which are perceived as complex activities. That is why purchasing decisions are not significantly affected by time convenience risk.

In the significance test table in table 2, it can be concluded that there is no significant effect of the independent variable X (Financial Risk, Product Risk, Shipping Risk, Time Convenience Risk on the dependent variable Y (Purchase Decision) simultaneously / together because the calculated F value = 0.297 is smaller than 10 with a Sig level of 0.879 > 0.05. Based on the results of this study, respondents feel that purchasing decisions are not significantly influenced by the overall independent variables Financial Risk, Product Risk, Shipping Risk, Time Convenience Risk together/ simultaneous.

Based on the test and the results of the data obtained by the researcher above, it can be concluded that purchase decision has been influenced by perceived risk such as product risk and delivery risk. However, financial risk and time convenience risk don't have significant influence to purchase decision. It can be seen from the answer 106 respondents using a Likert scale where the majority answered agree with each statement given by researchers. So that researchers can state that purchase decision has been influenced by product risk and delivery risk.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the comes about of numerous relationship testing, at the same time there's a near and solid relationship between the Product Risk (X2) and Delivery Risk (X3) factors on the Purchase Decision (Y). This result clarifies that in the event that Product Risk and Delivery Risk increments, the choice to buy online shopping at e-commerce Shoppe will also increment. However, the results of the study also conclude that the Purchasing

Decision (Y) variable is not significantly influenced by Financial Risk (X1) and Time Convenience Risk (X4). Based on the F test, it simultaneously shows that the presence of the influence of the variables financial risk (X1), product risk (X2), delivery risk (X3), and Time Convenience Risk (X4) together or simultaneously on the Purchasing Decision (Y) variable.

Recommendations

Suggestions from this research for further research is to add variables and research space so that it becomes a consideration for input for further research to be carried out.

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