

***THE INFLUENCE OF RISK ON ONLINE  
PURCHASING DECISIONS  
(Case Study on Bengkalis Community)***

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***Abstract***

*This research aims to analyze the risks of online purchasing in the Bengkalis community, as well as analyzing the influence of risk on online purchasing decisions in the Bengkalis community. This research is a type of associative research with a sampling technique using purposive sampling and the number of respondents was 100 people. Data collection was carried out through questionnaires distributed using Google Form and analyzed using SPSS version 20. Data analysis techniques in this research included simple correlation tests, simple linear regression tests, and hypothesis testing. The research results show that risk has a positive and significant effect on purchasing decisions with a coefficient of determination (KD) of 0.571 or 57.1%. This means that the influence of the independent variable (Risk) on the dependent variable (Purchase Decision) is 5.7%. while the remaining 94.3% (100%-5.7%) is influenced by other variables not discussed in this research.*

**Keyword:** Risk, Purchase, Purchase Decision