

THE ISSUES OF RISK, TRUST, AND CUSTOMER INTENTION: A SEARCH FOR THE RELATIONSHIP

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Abstract

The main purpose of this study is explaining the relationship between customers trust, perceived risk and online purchase intention. However, we added e-servicescape as the antecedent of customers trust, perceived risk, and purchase intention. The respondents were 120 online shop customers. The data was processed using SmartPLS 2.0. We found e-Servicescape to be an antecedent of both customer trust and perceived risk, and customer trust to be the antecedent of purchase intention. However, we found that the relationship between customer trust and perceived risk, as well as perceived risk and purchase intention to be insignificant. Our findings and managerial implications are discussed.

Keywords: E-Servicescape, Customer Trust, Perceived Risk, Purchase Intention

JEL Classification: G31, P12

DOI: 10.22495/rgcv7i1art11
