

**PERCEIVED RISKS AND CONSUMER TRUST IN ONLINE  
SHOPPING BEHAVIOUR**



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2023**

**PERCEIVED RISKS AND CONSUMER TRUST IN ONLINE  
SHOPPING BEHAVIOUR**

**UNDERGRADUATE THESIS**

The Requirements of Bachelors' Degree in Faculty of Economics and Business.  
International Program of Management and Business Universitas Muhammadiyah  
Yogyakarta



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## PAGE STATEMENT

The result of this study,

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The author stated this thesis with the title: “Perceived Risks and Consumer Trust in Online Shopping Behaviour” there is no plagiarism from each research for undergraduate study. This study focuses on analyzing perceived risk (product quality risk and web-vendor quality risk), consumer trust, purchase decision, and the setting is Carousell (e-commerce). Whether there is research with the same title, literature review, method, result, and discussion, the author will cancel this thesis.

Yogyakarta, 11 September 2023



Muhammad Akbar Darma Putra

## MOTTO AND DEDICATION

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا قِيلَ لَكُمْ تَفَسَّحُوا فِي الْمَجَالِسِ فَافْسَحُوا يَفْسَحِ اللَّهُ لَكُمْ وَإِذَا قِيلَ انشُرُوا فَانشُرُوا  
يَرْفَعِ اللَّهُ خَبِيرُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ

O you who believe! If it is said to you, "Give spaciousness in the assemblies," then make room for it. Allah will surely provide spaciousness for you. And when it is said, "Stand up," then stand up, Allah will raise (degrees) those who believe among you and those who are given knowledge by several degrees. And Allah is

All-Aware of what you do.

(QS. AL MUJADALAH 11)

“You may be able to delay, but time will not wait.”

(Benjamin Franklin)

"It doesn't matter if you go slow, as long as you never stop trying."

(Confucius)

## PREFACE

Alhamdulillah, thanks to Allah the Almighty and the Most Merciful, the author was able to complete this thesis and earn a bachelor's degree in economics. The author can write a thesis titled “Perceived Risks and Consumer Trust in Online Shopping Behaviour” This thesis is designed to fulfill one of the requirements for a Bachelor's degree at University Muhammadiyah Yogyakarta's Faculty of Economics and Business.

Furthermore, despite the limitations, the author anticipated that this thesis would be beneficial. Finally, the authors receive moral and material support from a variety of sources in order to complete this thesis. As a result, the authors extend their heartfelt gratitude to:

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9. Lastly, for myself, thank you for trying, even though sometimes there were obstacles to get to this point, but finally we reached the end.

Yogyakarta, July 14<sup>th</sup> 2021

A handwritten signature in blue ink, appearing to read 'M. Akbar Darma Putra'.

M. Akbar Darma Putra

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