

## **ABSTRACT**

*Kaskus FJB which ranks first in Top 18 Online Shopping in Indonesia in Online Forum & Classified category and their pros and cons Kaskus FJB website display changes affecting emotion and risk perception of consumers in the purchase process online, as well as the number of transactions Kaskus lower than Tokobagus (now OLX, it is important to know how the effect of reputation and website quality of Kaskus on purchase intention through emotion and perceived risk.*

*This research adopts the Stimuli-Organism-Response (S-O-R) model proposed by Mehrabian and Russel (1974). The aim of this research is to find out the influence of the reputation and the quality of Kaskus (stimuli) against the purchase Intention (response) through emotion and perceived risk (organism). In this research, the data collection technique uses 350 questionnaires distributed online in some areas in Indonesia. The analysis technique uses a causal analysis to find out the influence among variables and it also uses Partial Least Square-Structural Equation Modelling (PLS-SEM) with SmartPLS2 Software. The sampling technique uses convenience sampling. The samples used were 10 times the parameter means  $10 \times 35 = 350$  samples.*

*The obtained results are that the reputation does not significantly influence the emotion and significantly influences the perceived risk, the quality of website significantly influences the emotion, except security/privacy, and it also significantly influences the perceived risk except fulfillment/reliability. The perceived risk significantly influences the emotion; each emotion and perceived risk significantly influences the purchase Intention. The suggestion for the company is making track record of the seller, arrange advertising space, and review the suitability of the product information based on location. Suggestions for further research is to use CB-SEM analysis techniques and to test the indirect effect.*

**Keywords:** *S-O-R, reputation, quality of website, purchase intention*