

ABSTRACT

The use of the internet in Indonesia is currently growing, it can be seen from the increasing internet users from year to year. The Internet has become the primary needs for some people, today the internet has been used not only to look for information, but also to working and doing business. The most visible internet development is the trend towards e-commerce, growing the business through online retailers making previously only selling through offline store, now also sells through its online store. House of Smith as one of the companies engaged in the retail fashion currently sells its products through an offline store and online store, but in a mid growing sales through online store, during these last four years sales House of Smith through the online store sales aren't as good as in the offline store. In the course of the development of online store, there are concerns that in naturally by the customer when making the purchase, it can be seen through the perception of risk experienced by consumers.

This research will be conducted through the measurement of risk comparison of purchase through the online store and offline store to the customer's House of Smith with a variable financial risk, product risk, time risk, social risk and security risk.

The method of data collection was done through the dissemination of questionnaires to 400 respondents are divided into 200 respondents to the online store and 200 respondents to the offline store. Analytical techniques are using different from Mann Whitney test using SPSS software version 23 as a statistics.

The results of this study indicate that the risk of purchase through the online store are higher compared to offline store, there are also significant differences with significance value (0.000) and based on the analysis of $0.05 <$ descriptive through the line continuum, the risk of purchase through the online store and offline store is included in the rate.

Based on the results of the study, then to minimize the risk of purchase through the online store, House of Smith should improve the ways and techniques to communicate with buyers and doing promotions at online store devoted to improving the sale.

Keywords: online store, offline store, purchasing, risk comparison, e-commerce.