

ABSTRACT

The growth of information technology nowadays is utilized by the fashion industry to do their buying and selling activities online in order to increase their sales. However, by selling online, there will be some risks that customers feel could decrease their intention to buy. Forever Young Crew is one of the local fashion brands that sale their products online also have problems with achieving their online sales target.

The purpose of this study is to determine the effect of the factors of consumer's perceived risk, namely financial risk, product risk, security risk, time risk, social risk, and psychological risk on consumer's online buying intention in Forever Young Crew.

Data collection method used is interviewing the owner of Forever Young Crew's store and distributing the questionnaire to 386 respondents who knew the online shopping website of Forever Young Crew. The data analytical technique used is correlational analysis using multiple linear regression.

Based on the results of testing the hypothesis, the study found that financial risk, product risk, security risk, time risk, and psychological risk have a negative impact on consumer's online buying intention in Forever Young Crew. While, social risk has no impact on consumer's buying intention in Forever Young Crew.

The conclusion from the test results is there are four hypotheses are accepted and two hypotheses are rejected. Time risk is the most influencing factor on buying intention. Therefore, Forever Young Crew must be able to reduce the risks that customer perceived, by avoiding delay on shipping the products that are ordered by online, so that they can increase consumer's online buying intention and Forever Young Crew can reach their sales target.

Keywords: *Perceived risk, Online buying intention, Time risk, Multiple linear regression*