

## **ABSTRACT**

The rapid increase in internet users is the trigger for the emergence of companies engaged in online buying and selling in the world, including Indonesia. Online shop is a means or shop to offer goods and services via the internet so that online shop visitors can see goods in online stores. Shopee is one of many parties who take advantage of this opportunity by enlivening the mobile marketplace segment through their mobile application can make it easier buying and selling transactions via mobile devices. The purpose of this study was to analyze the effect of perceived risk and trust on consumer attitudes, analyze the effect of perceived risk and trust on consumer attitudes, and analyze the influence of Shopee consumer attitudes on Shopee online purchase intentions in Makassar City.

The method used in this research is descriptive research with a quantitative approach. This study uses a sample of consumers or people who make purchases online at Shopee which is determined as many as 96 consumers who often make purchases through Shopee.

Based on the results of the research conducted, it was found that risk perception has a negative effect on consumer attitudes, trust has a positive effect on consumer attitudes, then consumer attitudes affect online purchase intentions. Then from the results of the Sobel test, it can be said that consumer attitudes can mediate the effect of perceived risk on online purchase intentions with the Sobel test of 2,500 and value = 0.012. Because the value is  $0.012 < 0.05$ . Then trust can mediate the effect of trust on online purchase intentions where the Sobel test statistic value is 3.521 and the value is  $0.000 < < 0.05$ .

Keywords: Risk perception, trust, consumer attitude and purchase intention