

ABSTRACT

The growth of e-commerce is in line with technological developments. Technology makes trading much easier. The impact is changing consumer behavior to be more fond of shopping online, which has increased by 74.5% compared to offline (katainsight, 2021). Moreover, in the midst of the COVID-19 pandemic which occurred due to the spread of the virus, people began to switch to shopping online exclusively, increasing from 11 percent before the pandemic to 25.5 percent at the beginning of 2021. Several bad cases related to the Shopee case have given rise to consumer distrust in its capabilities. This service completes transactions and protects consumer data. This reveals risks that consumers using Shopee need to be aware of, raising their concerns about its use. This research is to determine the influence of perceived convenience and perceived risk on shopee consumers' buying interest.

This research employs a quantitative method involving the measurement of variables and the testing of relationships between variables to capture patterns, correlations, or causal relationships. The sampling technique in this research is non-probability sampling using the Lemeshow formula, resulting in 117 respondents. Data processing was performed using SPSS version 26.0.

The results of statistical tests using multiple linear regression analysis found that perceived ease of use has a significant impact on purchase intention ($p = 0.000$), and perceived risk also significantly affects purchase intention ($p = 0.000$). Simultaneously, perceived ease of use and perceived risk have a significant impact on purchase intention ($p = 0.000$). Perceived ease of use and perceived risk collectively influence purchase intention by 81.9%.

When consumers perceive that using Shopee is easy and have a low perception of risk, both factors play a significant role in influencing consumers' decisions to use the Shopee platform.

Keywords: *Perceived Ease of Use, Perceived Risk, Purchase Intention, Shopee.*