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The Role of Perceived Benefits and Perceived Risks Towards the Consumers' Purchase Intention Via E-Commerce: An Evidence From Indonesia

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Abstract— The advancement of buying and selling technology has changed consumer behavior in the world of commerce. The modern purchasing process has made the consumers' purchases became more efficient, hassle-free and easy. However, technology in online purchases is inseparable from the risks that might occur behind the transaction, but it develops more benefits to online consumers. The risks and benefits at the same time might look contradict but marketing experts believed that these two could potentially increase consumers' intention to purchase any online products. The purpose of this study is to look at the effect of perceptions of consumer benefits consisting of price discounts, comfort, convenience, and enjoyment as well as consumer risk percentages consisting of financial risk, product risk and time risk towards online purchase intentions. This study is quantitative in nature and involves 286 respondents who were accidentally recruited to be part of the investigation. Data collected were analyzed using SPSS and multiple regression analysis was conducted to see the relationship between the identified variables. The results showed that price discounts, comfort, and enjoyment had a positive influence on online purchase intentions. Surprisingly, convenience and financial risk did not affect online purchase intentions while product risk and price risk had a negative influence on online purchase intentions. This research is important as an input for online sellers to increase sales turnover by offering and convincing consumers' perceptions particularly on the benefits obtained by consumers from the purchase and minimize the perception of risk that may hinder them from making a purchase. Furthermore, this research will be able to enrich the existing works of literature on online purchase intention.

Keywords: convenience, discount, ease, enjoyment, financial risk, product risk, and time risk.

1. INTRODUCTION

Technological developments in the industrial era 4.0 have driven changes in various aspects of human life, including in the world economy. Technology has changed people's behavior, both in terms of producers and consumers. Entrepreneurs compete and try to meet the needs of consumers by providing a high level of customer satisfaction. Technology emerged by encouraging e-service. E-service according to Hsin Chang, et al. (2009: 425) are the online services that support consumers to buy effectively and efficiently. Consumers do not need much

time to go to the store. E-service can provide online services wherever and whenever consumers make transactions.

Hillman and Neustaedter (2017) stated that consumers care more about shopping online than with physical stores. The existence of e-service has changed the behavior of consumers' community from physical activities to online activities. At present, e-service has had a significant influence on Indonesia's economic growth. The development of e-commerce in Indonesia shows growth from year to year. The British Research Institute Merchant Machine n 2018 mentioned that e-commerce is slicing the country with the fastest-growing e-commerce in the world, showing that Indonesia is the fastest growing country with 78 percent growth followed by Mexico with a growth rate of 59 percent and the Philippines with 51 percent. From the results of research conducted by the Indonesian Internet Service Providers Association (APJII), in 2018, internet users in Indonesia increased by 10.12 percent to 64.8 percent from 264 million people, this shows that as many as 171.17 million internet users in Indonesia and this numbers are predicted to continue to grow. The large use of the Internet, which reaches more than half the population in Indonesia, has changed the behavior of Indonesian people from conventional shopping to online shopping (e-commerce). According to Laudon and Traver (2013), e-commerce is a commercial transaction between organizations and individuals digitally. In online shopping, consumers only need mobile electronic devices or internet connected computers. In shopping, using e-commerce offers ease and efficiency of time (Kim and Lee, 2014). Shopping with mobile phones and computers connected to the internet enables consumers to explore and search for what they want, convenience to carry on anywhere and anytime (Bendary and Al-Sahouly, 2018). It is also found that the perceived benefits of online shopping affect the consumer's intention and this consumer perceives the benefits of information related to the advantages of adopting e-commerce and the perception of consumers towards profits is the most important thing in online trading (Delafrooz et al., 2011).

However, not all technologies can support e-commerce in Indonesia, several obstacles and risks hinder the development of e-commerce in Indonesia. Some obstacles that occur are the weak internet connection in the country. The internet connection in Indonesia is the weakest in Southeast Asia (Global Speed Test Index, 2019). Survey results of the Global Speed Test Index in January 2019 found that the level of internet connection in Indonesia is the lowest compared to other countries in Southeast Asia with an average download speed of 10.62 Mbps, this lags far behind other countries and even Singapore reaches 54.96 Mbps. Internet connection speed is important in online trading (Shankar, et al 2002). Furthermore, the level of transaction risk is higher because of the use of networks in online purchases (Shankar, et al 2002; Yang, et al. 2011). Besides, Indonesia's geography which consists of islands spread over more than 17,000 with great distances, poor infrastructure that contributed to supply chain obstacles which become one of the main obstacles for e-commerce business. This is the main challenge for electronic and online retailers to distribute goods throughout the country. Stone & Gronhaug (1993) claimed that perceived risk is the most significant factor influencing purchase intentions. Research conducted by Tanadi et al., (2015) that investigates perceived risk and perceived benefits show that all dimensions of perceived factors are important aspects for determining e-commerce adoption behavior. There is a change in customer behavior by offering benefits and risks. Thus, from the study of theories and problems that exist, this study is to determine the effect of perceived consumer benefits consisted of price discounts, comfort, convenience, and enjoyment as well as risk perceptions consisted of financial risk, product risk and time risk towards online purchase intentions.

2. LITERATURE REVIEW
2.1 Purchase Intention

In the world of marketing, it is very important to know the motives and intentions of consumers. Many studies have concluded that intention is a strong prediction for actual behavior (Putit and Johan, 2015). The intention is an aspect of psychology for someone who has a considerable influence on behavior. Intention to motivate someone to do something. A person in making a product purchase is strongly influenced by its intentions. In e-commerce, online purchase intention is the intention of consumers to purchase online (Salisbury et al., 2001). Pavlou (2003) observes purchase intentions as a more appropriate measure of intentions of consumer behavior so that entrepreneurs try to analyze consumer intentions to become a reference as material to determine market strategies. Someone in making online purchases is based on the perception of the benefits of transactions and the risks of online purchases (Teo and Liu, 2007).

2.2 Perceived Benefit and Intention

The perception of profit is very important for consumers, especially consumers who are still novice buyers. Holbrook (2005) defines the value of consumer perception is important for understanding intentions. Consumers will do the transaction because of the perception that they will get the benefits as they expected from the online transaction. Some of the perceptions that consumers expect, such as discounts and quantity of goods (Lai and Zhuang, 2006). In general, people will be more interested in receiving higher discounts than products that do not provide discounts. Biswas and Blair (1991) conclude that price discounts can affect consumers' spending intentions. Alford (2002) added that the value of prices becomes an evaluation of consumers while expressing a desire to buy. In online purchases, consumers are given a lot of choices by sellers with various types of packages and prices, people hook on making online purchases due to cheaper than making purchases in stores because, in online purchases, goods are mostly distributed directly from agents or producers, not through retail merchants. Thus, consumers can cut the usual distribution cost. From the above theoretical study, the following hypothesis is obtained:

H[1]: There is an influence of price discounts on online purchase intention.

In the millennial era, almost 70 percent of human life activities cannot be separated from digital devices (Li et al., 2006). Digital existence makes it convenient for consumers. However, digitization can have a negative influence on some people, as they tend to have a decrease in a social sense because of decreased interaction between people. Changes in community behavior can not be separated from one's feelings and emotions. They feel comfortable with digital services rather than having to interact with others. In e-commerce, consumers are given various choices and offers, they do not need to bid because prices are certain and listed with various price choices. The difference between online shopping can provide convenience, and the benefits to be gained (Liu et al., 2013). If consumers feel comfortable in their transactions, the more likely they are to shop online (Li et al., 2006). Therefore, based on the above discussion, the following theoretical hypothesis is made:

H²: There is an influence of convenience on online purchase intention.

Humans basically interested to be in the easy and hassle-free activity. Today's customers want to find everything that can make their lives easier and more efficient, like the use of technology to be free from difficulties (Ali Zaidi, Gondal, & Yasmin, 2014). Technology provides a variety of services that support human activities. According to Chahal (2013), ease of shopping is related to how easy or difficult someone is to do shopping. Forsythe, et al. (2006) said that the ease is which some people avoid going to stores to shop. Consumers do not have to go out to the store to spend time and money. All transaction can be replaced by the ease of using technology. Therefore, based on the above discussion, the following theoretical hypothesis is developed:

H³: There is an influence of ease on online purchase intention.

Daily habits cannot be separated from digital as digital devices able to create pleasure for people (Wang et al., 2013). Pleasure is a good feeling and enjoyment that arises from within a person (Im and Ha, 2011). Enjoyment can influence consumer psychology which can further influence consumer intentions. Research Im and Ha (2011) enjoyment is the feeling of consumers when visiting the sale website which able to increase consumer purchase intentions. Supported by research by Wang et al., (2013), the pleasure felt by consumers can influence their online purchasing intentions. Sinha (2003) found that about 40 percent of Indian buyers are buyers who consider shopping as entertainment. Therefore, based on the above discussion, the following theoretical hypothesis is constructed:

H⁴: There is an influence of enjoyment on online purchase intention.

2.3 Perceived Risk and Intention

In general, people argue that electronic commerce is riskier than traditional trade (Tan and Thoen, 2001). In online trading, transactions are carried out abstractly (Kim, 2005). (Kim, 2005) also found that security aspects in the purchase positively influence purchase intention, especially in the online transaction. Another dimension is the risk behind the online purchase which consumers worried about becomes a victim of fraud (Martin, 2005). Some online consumers are concern about shipping and returns (Cho, 2004). Stone and Gronhaug (1993) found that perceived risk is the most significant factor influencing purchase intentions and it is believed that risk perception can reduce the willingness of consumers to buy online (Barnes, 2007). Some consumers suffer monetary losses from buying when the product is obtained through online (Featherman and Pavlou, 2003). Popli and Mishra (2015) confirmed that financial risks are to include other possible costs into products purchased online, so consumers must pay more for the products they buy. Masoud (2013) discussed the possible financial loss that might occur through online purchases such as credit card fraud is greater. Pallab (1996) claimed that the internet has a low level of security. The insecurity of using credit cards for online payment is a barrier to buy products online (Maignan and Luke, 1997). Some scientific articles (Anderson et al., 2008; Douglass, 2009) found that online consumers continue to lose money and experience potential financial fraud. The following hypothesis is developed based on the prior discussion above:

H[5]: There is an influence of financial risk on online purchase intention.

In online trading, consumers do not know the physical form of the products they buy. So consumers find it difficult to evaluate and inspect those products (Forsythe and Shi, 2003; Almousa, 2011; Dai et al., 2014; Masoud, 2013). Research from Teo (2002), found that about 25 percent of consumers worry about the quality of the product they are going to buy through the website. Consumers worry if the product does not match what they expect. According to Popli and Mishra (2015), shopping online is exposed to fraud as the consumers are having the poor opportunity to do the physical inspection on the quality of the products. Buying online will make buyers only depend on the availability of limited information and images displayed on the seller's website (Jarvenpaa, Noam, and Lauri, 1999). Risks occur when a product does not match what is expected (Bhatnagar, Misra, and Rao, 2000). Product risk can also occur when the process of sending associated goods is damaged or lost and the risk of seller send the product to the wrong receiver (Zhang, Tan, Xu, and Tan, 2012). It is difficult for consumers to evaluate and test products through virtual stores (Brown and Rice, 2001). According to the above theoretical discussions, the following hypothesis is developed:

H[6]: There is an influence of product risk on online purchase intention.

Time risk will also hinder consumers' purchase intentions to buy online because it requires a lot of time to carefully choose a suitable web seller (Forsythe and Shi, 2003; Forsythe et al., 2006). This requires a lot of time for consumers to determine, search, browse, buy, and wait for the product to arrive in the hands of consumers (Hsiao, 2009; Hassan et al., 2006). Time risk is one of the factors that influence consumer buying behavior via the internet (Zhang et al., 2012; Ye, 2004). Time risks can include sending orders and delay in getting the product (Forsythe et al., 2006). According to Griffin & Viehland (2010), time risk refers to the time needed by consumers to buy products. According to Broekhuizen & Jager (2004), if the risk perceived by consumers is higher, then it causes them to spend more time and effort to make decisions. Based on Featherman & Pavlou (2003), they define time risk as a condition in which consumers lose time to make decisions. The following hypothesis is developed based on the prior discussion above:

H[7]: There is an influence of time risk on online purchase intention.

3.0 METHODOLOGY

3.1 Research Designs, Sampling and Data Collection

This study used a quantitative approach because it covers a large area. This research was conducted in Indonesia from May to November 2019, with a sample of 300 respondents who were recruited through non-probability sampling, namely accidental sampling. All of them are online consumers aged between 15 years to 35 years who had been and have experience in online shopping. This age range is considered the most active user in using the internet in Indonesia. 286 responses were collected and valid for further data analyses. The overall response rate is quite high which is 95.33 percent. The questionnaires were distributed online using Google form. In this study, there are seven (7) independent variables, which predicted to have effects on the online purchase intention (dependent variable). All variables in this study were measured using a Likert scale with intervals of 1-5 ranging

from 1 represents very weak to 5 represents very strong. In order to get a good set of the questionnaire before it is given to the respondents, the researchers conducted the validity test and the reliability test. The validity test is important to see the validity of the question items in the questionnaire, according to Sugiono (2013) a questionnaire is said to be valid if the value of r is more than 0.3 (r> 0.3). While the reliability test is crucial to see the reliability and consistency of the questionnaire given to respondents. The good value of a reliable questionnaire should reach the Cronbach alpha more than 0.6 ($\alpha > 0.6$). All the collected data were analyzed using multiple regression analysis using the help of SPPS 22 software. Good regression analysis is expected to meet the requirements of several classic assumption tests. In this study, there are 3 classic assumption tests, namely: normality, multicollinearity test, and heteroscedasticity test.

3.2 Research Framework

The conceptual framework in this study is expected to be able to provide an overview and lead to the assumptions of the variables studied. Judging from the relationship between variables, seven (7) variables are positioned as independent variables, namely price, comfort, convenience, enjoyment, financial risk, time risk, and product risk, against e-commerce (online) purchase intention which is positioned as a dependent variable. The conceptual framework model can be seen in Figure 1 below:
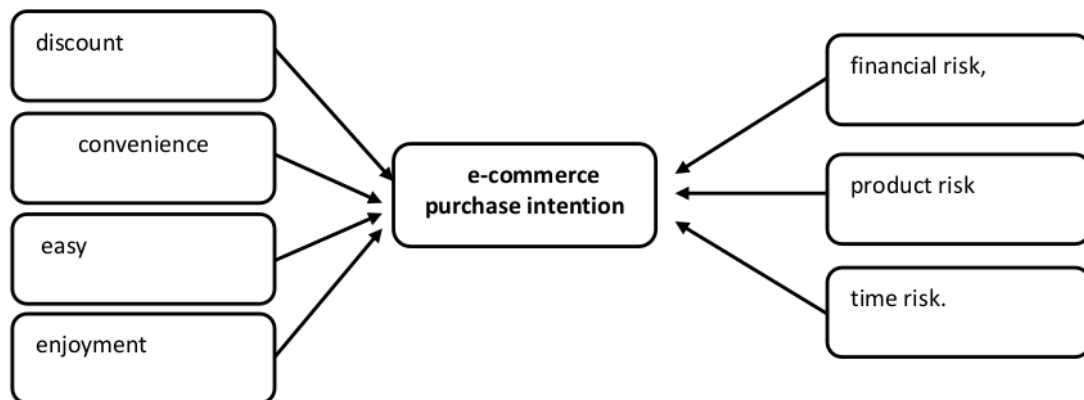

Figure 1 Conceptual framework

4.0 RESEARCH RESULT

4.1 Measurement, Validity and Reliability

The price discount is measured by 3 statements developed by previous researchers. 2 items of statement were adopted from McKenney (2004) and 1 item of statement was adopted from Sinha (2003). The convenience variable is measured by 4 items statements. 2 items of the statement were adopted from McKinney (2004), 1 item statement from Li et al., (2006) and 1 item statement from Forsythe, S., et al., (2006). Ease variable was measured using 4 items statement adopted from Forsythe et al., (2006). The enjoyment variable uses 4 statement items

adopted from Forsythe et al., (2006). Financial risk variables are measured by 5 statement items with 2 statement items adopted from Stone and Gronhaug (1993), 1 statement item using Kuhlmeier and Knight (2005) and 1 statement item developed by Forsythe et al., (2006). Product risk variables were measured by 5 statement items, with 2 statement items using Forsythe and Shi (2003), 1 statement item using Tan (2000) and 1 statement item using Forsythe et al., (2006). The time risk variable is measured by 5 statement items with 2 question items developed by Stone and Gronhaug (1993), 1 statement item adopted from Forsythe and Shi (2003) and 1 statement item developed by Forsythe et al., (2006), while for online purchase intentions, all the 3 statements were adopted from the items developed by Chen, (2013). The summary of the items and measurements for this research can be seen in table 1:

Table 1. Statement of the questionnaire.

Perceived Benefit Consumer	r- value	Reference
Price discount		
1. I often buy discounted products	0.662	McKinney
2. To get an economical product worth the extra effort needed	0.517	(2004)
3. bought online because the price was low		
Convenience	0.718	Sinha (2003)
1. Online shopping can save time bargaining by myself		
2. Shopping online can save time comparing products	0.736	McKinney
3. I think it would be more convenient if the product I want to buy online	0.833	(2004)
	0.705	Li et al. (2006)
4. Don't be shy if you don't buy	0.597	Forsythe et al., (2006)
Easy	0.865	Forsythe et al., (2006)
1. Can shop inside at home	0.715	
2. I don't have to leave home	0.833	
3. Can shop whenever I want	0.643	
4. Can save efforts visiting the store		
Enjoyment		
1. To try new experiences	0.605	Forsythe et al., (2006)
2. It's nice to receive a package	0.689	
3. Can buy based on encouragement in responding to advertisements	0.699	
4. Can design and choose many products	0.841	
Perceived risk consumer	**r- value**	**Reference**
Financial risk		
1. Can't trust online companies	0.622	Stone &
2. My personal information may not be stored	0.699	Grønhaug
3. I cannot get what I buy	0.696	(1993)
4. It is possible that my credit card is not safe	0.653	Kuhlmeier &
5. The possibility of getting an excess bill	0.585	Knight (2005)

Product risk		Forsythe et al., (2006)
1. Cannot check the product to be purchased	0.618	
2. Large and small size becomes a problem	0.680	Forsythe & Shi (2003)
3. Maybe not get the product	0.470	
4. I worried whether the product will be as good as advertised	0.852	Tan (2000)
5. I worried that the product cannot reach expectations		
Time risk	0.751	Forsythe et al., (2006)
1. Too complicated to order a product		
2. Product images are taking too long to appear on the site	0.805	Stone & Grønhaug (1993)
3. I afraid that I will buy the product for too long	0.839	
4. The online purchasing process is too complicated	0.780	
5. Must wait for the goods to be sent	0.923	Forsythe & Shi (2003)
	0.842	
		Forsythe et al. (2006)
E-commerce (Online) purchase intention	**r- value**	**Reference**
1. I prefer to buy products online	0.810	Chen (2013)
2. Buying products online is interesting to me	0.850	
3. It is a good idea to buy products online	0.774	

From the results of the analysis in table 1, each statement item has a validity value more than (>) 0.3, so it can be concluded that each statement item chosen meets the validity requirements. So that it can be said that the statement item questionnaire performance in this study meets the requirements and made the questionnaire as a valid questionnaire. Furthermore, the reliability of the questionnaire can be seen in table 2:

Table 2. Reliability tests

Variable	Cronbach Alpha value
Price discount	0, 783
Convenience	0,862
Easy	0,890
Enjoyment	0,859
Financial risk	0,842
Product risk	0,855
Time risk	0,938
Online purchase intention	0,903

From Table 2, it can be concluded that each variable in this study is reliable due to alpha values greater than 0.6 (α> 0.6). Thus, all statements in the questionnaire are reliable and consistent for further analyses.

On the other hand, the descriptive analysis of respondents is shown in table 3. From table 3. It can be seen in the online purchase intention of 286 respondents consisted of 189 respondents who are female and the remaining 97 respondents are male. This shows that in this study most respondents were women and this result is in line with the findings reported by the Indonesian Internet Service Providers Association (APJII), in 2018 that most online users in Indonesia are female. The average age of many respondents between the ages of 15 years to 30 years. Again, as reported by APJII (2018) online users in Indonesia aged between 15 to 30 years old. The findings also reported that clothes or apparels are the most chosen product in online purchases. Respondents were found to engage with online shopping transactions as frequently as once a month.

Table 3. Description of respondents

Gender	male	97
	female	189
Age	15 years - 20 years	124
	21 years - 25 years	89
	26 years - 30 years	57
	31 years - 35 years	16
Frequently purchased products	Clothes	125
	Cosmetics	68
	Slippers	14
	Kitchen needs	7
	Work/college needs	30
	Electronic	42
Purchase in 1 month	1 time	146
	2-3 times	98
	4-5 times	24
	6-7 times	6
	7 times more	12

4.2 Classic assumption test

The classic assumption test is performed to meet the requirements of good regression analysis, in this study the classic assumption test consists of 3 tests, namely:

4.2.1   Normality test

A normality test is performed to see whether all the independent variables and the dependent variable have a normal distribution or not. Good regression analysis is if a study has a normally distributed residual value. The normality test can be seen in the normal p test plot in Figure 4
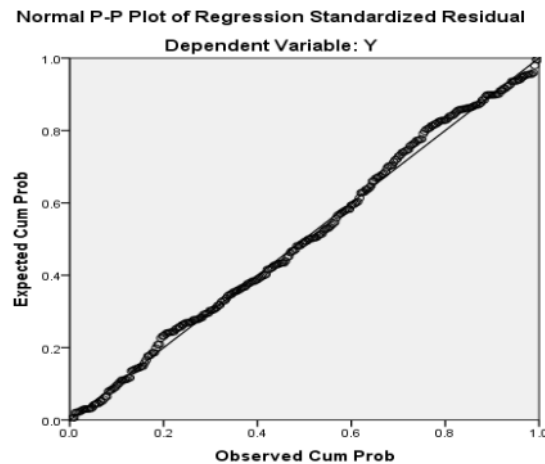
Figure 2. Test for normality

In order to see whether the data in the study are normal or not, then the data is seen in the normal PP of Standardized Residual plot of regression from the SPSS analysis results by looking at the points following the diagonal line. From the results of the SPSS analysis, it is found that the data spread around the line and follows the direction of the line. Thus it can be concluded that the data is normally distributed.

4.2.2 Heterodecedasticidas Test

The Heterodecedasticidas Test is a regression test to see whether there is an unequal variance from the residuals of observation with other observations. To see whether Heterodkedastisidas occurs or cannot be seen with the spread of points on the scatters-pot if the points spread above and below zero then it can be said to be free of Heterodcedastisidas and if it does not spread and form patterns then Heterodcedasticidas occurs. The result of the Heterodecedastic test can be seen in Figure 3. From Figure 3 below, it can be concluded that there is no clear picture of the pattern, and the points spread above and below the number 0 on the Y-axis. Thus, then there is no heteroscedasticity issue here. A good regression model is heteroscedasticity free.
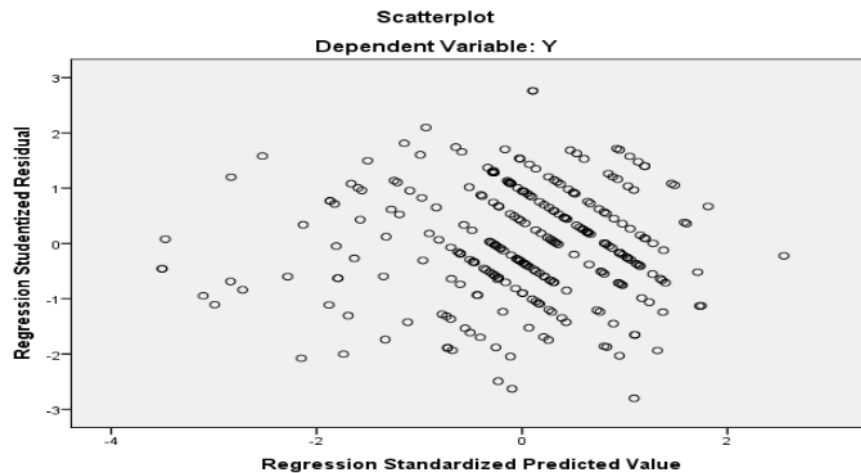
Figure 3. Scatter plot

4.2.3 Multicollinearity test

Multicollinearity test is a regression test to see whether there is an unusual correlation between independent variables in a regression model. The result of the multicollinearity test can be seen in table 4.

Table 4. Multicollonier tests

Variable	Tolerance	VIF
Price discount	0.495	2.020
Convenience	0.377	2.651
Easy	0.262	3.815
Enjoyment	0.246	4.060
Financial risk	0.471	2.122
Product risk	0.449	2.226
Time risk	0.589	1.699

The symptoms of multicollinearity can be detected from the magnitude of the VIF (Variance Inflation Factor) and tolerance through the SPSS program. If the analysis results obtained a tolerance value bigger than 0.10 (Tolerance > 0.10) and if the VIF value is less than 10 (VIF <10), it can be assumed that there is no multicollinearity occurs. From the results of SPSS data processing in this study, all VIF values for independent variables are less than 10 (VIF <10) and the Tolerance value is bigger than 0.10 (tolerance> 0.10). Thus, this indicates that the independent variables in this study are free from multicollinearity problems and good for further analyses.

4.3 Regression analysis

In this study, regression analysis was used to get test the significant level and the power of the independent variables to influence the dependent variable. The results of the regression analysis can be seen in table 5. From

the regression analysis in table 5, it is found that the significant coefficient of the price discount with 0.00 <0.05 and a β value of 0.216 shows that the price discount has a significant effect on online purchase intentions.

Furthermore, a significant coefficient value of convenience is 0.00 <0.05 and a β value of 0.374 means that convenience significantly influences the online purchase intention. The ease variable obtains a significance value of 0.161> 0.05 and a β value of 0.106, this indicates that ease does not influence online purchase intention. Enjoyment has a significant value of 0.006 <0.05 and a β value of 0.217 means that the enjoyment variable significantly affected the online purchase intention. The financial risk has a significant value of 0.053> 0.05 and a β value of 0.109. This indicates that financial risk does not influence online purchase intention.

The product risk has a significant value of 0.034 <0.05 and a β value of -0.123 indicates that the product risk has a significant negative effect on online purchase intention. Finally, the time risk has a significant value of 0.00 <0.05 with a β value of 0.184. This indicates that the time risk is significantly negative towards online purchase intention.

Table 5. Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.487	.206		2.362	.019
Price discount	.225	.057	.216	3.943	.000
Convenience	.386	.065	.374	5.943	.000
Easy	.109	.078	.106	1.405	.161
Enjoyment	.230	.082	.217	2.794	.006
Financial risk	.113	.058	.109	1.946	.053
Product risk	-.135	.063	-.123	-2.136	.034
Time risk	-.177	.048	-.184	-3.658	.000

5.0 DISCUSSION

The results of the study indicate that price perception (discount) significantly influences online purchase intentions. Thus, H[1] is supported. This finding is supported by research conducted by Biswas and Blair (1991) which states that price discounts can affect consumer confidence which can further affect their online shopping intentions. They added that the greater the price discount given to online consumers, the greater will be their intention to purchase online. Price exchange is one of the evaluations of consumers while expressing a desire to buy (Alford, 2002). Consumers will make a purchase because they have the perception that they will get benefit from the transactions made, one of which is a discount based on the time and quantity of goods the bought (Lai

and Zhuang, 2006). Consumers assume that with the discount given on online offers, they will get cheaper prices. The convenience variable also influences purchase intentions. Thus, H^2 is supported. This means that if the level of consumer comfort increases, it will also increase their online purchase intentions. This result is supported by research conducted by Shu-Hung and Bayarsaikhan (2012) which states that the ease and convenience of shopping have a direct influence on online purchase intentions. The intention of consumers in purchasing a product will always be related to the comforts and benefits to be obtained (Liu et al, 2013). Consumers will feel comfortable making online purchases because it is hassle-free and available wherever and whenever they want.

Surprisingly, the results of this study indicate that the ease variable does not affect online purchase intention. Thus, H^3 is rejected. This shows that the ease during performing online purchases does not have a real impact on online purchase intentions. This result is contradicted with the finding found by Forsythe et al., (2006) which states that the convenience of shopping has a greater influence on online purchase intention. This finding can also be caused by the low level of internet speed in Indonesia which is still inferior to other countries in Southeast Asia (Global Speed Test Index, 2019). In addition to that, online purchases do offer a variety of conveniences, but the level of risk of shopping online is also increasingly higher and made consumers do not trust online shopping (Yang et al, 2011). The enjoyment variable has a significant influence on online shopping intentions. This finding shows that if the level of enjoyment obtained by consumers is increasing then and has an impact on increasing consumer purchase intentions. Therefore, the H^4 is supported. This result is supported by research conducted by Sinha (2003) which states that around 40 percent of consumers in India are buyers who consider shopping as entertainment. This proves that shopping online has its level of enjoyment for consumers. Consumers feel happy when searching for and choosing products that are widely offered with various types of goods. The entertainment they received from the video display and attractive advertisements in the online platform will also lead to their interest to purchase online (Ahmad et al, 2019; Izian et al., 2020; Idris et al., 2020). Consumers feel greater pleasure when receiving goods purchased online. It seems a great victory for their personal achievement. The results of the above study also indicate that the financial risk variable does not influence online purchase intentions. Thus, the H^5 is not supported. This does not support research conducted by Buttner and Gortiz (2008) which states that if consumers have trusted e-commerce, then it is because they assumed that the risk will be lower. Consumers have the potential for long-term financial fraud if violations are committed by e-commerce (Anderson et al., 2008; Douglass, 2009). Financial risks that have the potential to harm consumers include the disclosure of consumers' personal information or fraud through the use of consumers' credit cards (Pallab, 1996). In online shopping in Indonesia, the government takes part in maintaining secure transactions by controlling and monitoring any online transaction that might cause consumer mischief. Moreover, the product risk variable has a significant but negative effect on online purchase intentions. Therefore, the H^6 is supported. This result indicates that if the product risk increases it will have an impact on decreasing online purchase intentions and vice versa (if the product risk gets smaller it will increase consumer purchase intentions). In doing online shopping, buyers rely on information and images available limitedly on the website as a product that cannot be touched (Jarvenpaa, Noam and Lauri, 1999). Thus, often the actual quality of the product is not following the product description, so this can influence the interest of consumers in online purchases.

Product risk shows the failure of the product to meet what consumers want (Zheng et al, 2012). The most obvious risk is the size, colors, features, and quality of the product, especially in clothing and apparel products. Consumers

cannot try goods according to their body size prior to purchase because online products are intangible. In addition to that, time risk also shows a significant but negative effect on online purchase intentions. Therefore, the H[7] is supported This study supports research conducted by Broekhuizen and Jager (2004), which states that if the risk perceived by consumers is too high, then consumers will spend more time making decisions. On the other hand, time risk also related to the experience of consumers who feel disturbed by the delay in online product delivery (Forsythee et al., 2006). Most consumers feel uncomfortable with the time risk arising in online purchases (Griffin and Viehland, 2010). This is caused by the fact that Indonesia has more than 17,000 scattered islands and the distribution of products can cause long shipping times.

6.0 IMPLICATION

The growth of SMEs in Indonesia as an important sector is undeniable. This is because it is a supporter of national income. SMEs' sectors contributed to 60 percent of Indonesia's national economic growth. From the results that have been reported by the Ministry of Cooperatives and Small and Medium Enterprises (SMEs), as many as 3.79 million of 59.2 million micro small and medium businesses utilize online transactions in their business and operations. This is around 8 percent of the total number of SMEs in Indonesia. In order to increase economic growth, the government must support SMEs to invest in online sales considering that Indonesia has the biggest market for the consumer of online purchasing in South East Asia (APJII, 2018). The supports and assistance from the government will nourish the online market simultaneously increase national economic growth. The success of online sellers is gained when sellers can create satisfaction for consumers. Oliver (1997) stated that a seller requires the concept of satisfaction as an evaluation of sales. In an online environment, consumers tend to reduce risk by choosing trustworthy sellers or brands they know (Chen and He, 2003). They also try to avoid any possible risks, the lower the level of trust and the higher the need to control transactions (Olivero and Lunt, 2004). This is because of the nature of shopping online which relates to risk and trust. Trust and risk play an important role in influencing online transactions (Pavlou, 2003). If consumers trust e-commerce, the perceived risk will be lower and we expect an influence on the relationship with e-commerce adoption. create confidence in consumers and the government supervises and makes laws on electronic activities to minimize the risks that occur.

7.0 CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH

Online consumers are basically motivated by the perception of the benefits they will receive from the online seller. Consumers strive to be efficient and effective in every activity included in the purchase decision. Consumers also compare how much they trust in benefits/profits with the risk obtained in online purchases. In this study, price discounts, comfort, and enjoyment have a positive effect on online purchase intentions. discounted prices of comfort and enjoyment can influence the emotional buyer to make online purchases. while financial convenience and risk do not have a significant impact on purchase intentions but product risk and time can have a significant negative effect on online purchase intentions. Therefore, when a consumer can be convinced by their perceived perceptions and minimizing existing risk, online sales will also increase as their intention to engage with online purchase is increased. It is recommended for future researchers to extend this study by applying advance quantitative analyses to prove the relationship between the variables and at the same time to see the fitness of the proposed framework. Smart-PLS will work on these. Furthermore, it is great if future

researchers could adopt the framework and extend the samples by incorporating other range of consumers age such as those who beyond 30 years old to see the similarities and differences of online purchase intention patterns across age. Future researchers also could conduct a comparative study to see the differences in online purchase intention between male and female online consumers. The findings will be interesting. On top of that, this study also could be applied by other researchers in other regions or countries. By incorporating larger samples and populations, the researchers could see the pattern of online purchase intention among international consumers. All the above suggestions will be made the disciplines of online purchase behavior and online marketing colorful and definitely they could enrich the existing works of literature simultaneously give insights to researchers, academicians as well as online sellers on the antecedents of online purchase intention.

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