

**BINUS INTERNATIONAL**

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Marketing Major

Bachelor of Economy Thesis

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**THE RELATIONSHIP OF PRODUCT BRAND IMAGE AND  
ONLINE STORE IMAGE ON PERCEIVED RISK AND  
ONLINE PURCHASE INTENTIONS FOR ONLINE  
APPAREL CONSUMERS IN JAKARTA**

*Leonardo Jonathan 1601249223*

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**Abstract**

**Objective** – The purpose in this study is to analyze the factors that influence online purchase intentions in apparel online shop in Jakarta and focused on teenagers to adults.

**Method** – The methods are Cronbach’s Alpha and Factor Analysis will be used in order to measure the validity and reliability. Moreover, author uses simple linear regression and multiple regressions for those variables.

**Results** – The finding shows six hypothesis are supported and three hypothesis are rejected. The analysis shows that product brand image does not influence purchase intention at all, while online store image do not influence purchase intention directly but influences purchase intention indirectly through perceived financial risk, product risk, and time risk. Product brand image negatively influences perceived product risk, while online store image negatively influences perceive financial risk, product risk, and time risk. Purchase intention is negatively influenced by perceive financial risk and time risk, but not by perceive product risk.

**Conclusion-** Online store companies need to improve their online store image, as well as reduce perceived financial risk and perceived time risk, in order to improve the consumers' intention to purchase.

**Keywords** – Product brand image, online store image, financial risk, product risk, time risk, purchase intention, online shop, apparel online shop.