FACTOR THAT INFLUENCE ONLINE PURCHASE INTENTION AMONG GENERATION Y DURING MOVEMENT CONTROL ORDER (MCO)

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ABSTRACT

Movement Control Order (MCO) enforced by government has become one of obstacle for every seller to operate their businesses. Seller needs to bear financial losses due to this situation. To avoid this unwanted issues regarding of the business that cannot operate normally, sellers need to identify and investigate this issue on what factors that able to influence online purchase intention in order to come out with solution that could cater this situation. Therefore, in this study, the researcher decides to investigate the relationship between financial risk, time risk and psychological risk towards online purchase intention among generation Y during Movement Control Order. Sampling technique used in this study is non-probability sampling which is convenience. The data was gathered through questionnaires involving 125 respondents. The researcher had examined four factors which included financial risk, time risk and psychological risk as independent variables. In order to obtain the result, the researcher used SPSS Based on the finding that the researcher obtained, the most significant factor is online purchase intention.