

**PERCEIVED RISK, TRUST AND PURCHASE INTENTION IN ONLINE MARKETPLACE:
PERSPECTIVE OF CONSUMERS IN MANADO, INDONESIA**

*PERSEPSI RISIKO, KEPERCAYAAN DAN NIAT MEMBELI DI ONLINE MARKETPLACE: PERSPEKTIF
KONSUMEN DI MANADO, INDONESIA*

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Abstract: Previous studies indicated that perceived risk and trust have a significant impact towards consumer online buying behavior. This research focuses and aims to analyze how trust mediates perceived risk and consumer buying intention in online marketplaces. The study is limited in e-marketplace users in Manado, Indonesia. This study uses quantitative approach and utilized PLS-SEM as the tool of analysis. The number of samples are 97 respondents. Results shows that perceived risk has negative significant impact on e-marketplace consumer trust; there is no direct impact from perceived risk toward purchasing intention; there is a significant impact from trust toward purchasing intention; and trust mediates their perceived risk of the e-marketplace toward their purchase intention. The result of this study advises business managers to consider trust as the most crucial factor in minimizing risk perception and improving consumers' intention to purchase in online platform.

Keywords: *trust, perceived risk, purchase intention, e-marketplace*

Abstrak: Penelitian sebelumnya menunjukkan bahwa persepsi risiko dan kepercayaan memiliki pengaruh yang signifikan terhadap perilaku pembelian online konsumen. Penelitian ini berfokus dan bertujuan untuk menganalisis bagaimana kepercayaan memediasi persepsi risiko dan niat beli konsumen di pasar online. Penelitian ini terbatas pada pengguna e-marketplace di Manado, Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan PLS-SEM sebagai alat analisis. Jumlah sampel sebanyak 97 responden. Hasil penelitian menunjukkan bahwa persepsi risiko berpengaruh negatif signifikan terhadap kepercayaan konsumen e-marketplace; tidak ada dampak langsung dari persepsi risiko terhadap niat beli; ada pengaruh yang signifikan dari kepercayaan terhadap niat beli; dan kepercayaan menengahi risiko yang mereka rasakan dari pasar terhadap niat pembelian mereka. Hasil penelitian ini menyarankan para manajer untuk mempertimbangkan kepercayaan sebagai faktor yang paling penting dalam meminimalkan persepsi risiko dan meningkatkan niat konsumen untuk membeli di platform online.

Kata kunci: *kepercayaan, persepsi risiko, niat beli, e-marketplace*

INTRODUCTION

Research Background

Marketplace is an electronic market that sells and buys goods or services covering three aspects (B2B, B2C and C2C), where B2B (Business to Business) dominates up to 75% in the marketplace (Artaya and Purworusmiadi, 2019). Marketplace is the peak form of e-commerce, and usually has its own system that can manage hundreds or even millions of products that you want to sell or buy, for example: eBay.com, OLX, E-Marketplaces, and the most classic form of marketplace is Forum Jual Beli (FJB) Kaskus.

Marketplace is one of the business concepts used by this ecommerce. Marketplace has a concept similar to traditional market that seems to be on the internet. The marketplace owner has the role of a party that brings the seller together buyers on their website. Some e-commerce sites like Blibli.com and OLX are example of a site curating the seller. There is also a free opportunity for all people to become sellers, such as Shopee, Tokopedia, and Bukalapak. Models like this are what called the e-marketplace. Basically, e-marketplace owners are not responsible for goods sold because their job is to provide a place for sellers who want to sell and help them to meet customers and make transactions more simply and easily.

The revenue performance of a business depends on number of sales it produces. The sales transaction came from buying decision that occurs by the customer that exchange his money for some gained value from the vendor/seller. Buying decision, in this case, came from complex phase, called information gathering process that needs to move from phase to phase such as information searching and evaluating alternative before coming into actual transaction. The final stage of a consumer's online transaction process (The willingness to search information and evaluating the product) before purchasing a product is called purchase intention (Pavlou in Athapaththu and Kulathunga, 2018).

This process of showing willingness to purchase a product is a part of consumer behavior. And the process of consumer behavior involves risk-taking. It means, in practice, in purchasing the product, consumer is faced with some uncertainty and risk. Studies such as Almousa (2011) and Masoud (2013) concluded that risks in online shopping is disrupting consumer intention to shop online. Consumer fear of fraudulent sellers, leakage of their personal information, and dishonest product information is the reflection of risk factors. This could make people intention to buy via online platform even lower.

Besides perception of risk, it is important to understand the factors that might influence consumers' intentions to engage in services provided over the Internet. An important factor that is recognized as a key for the continued growth of use of electronic platform is the concept of trust (Yousafzai et al., 2003). In practice, the spatial and temporal separation of vendor/seller, e-marketplace and buyer increases fears of opportunism arising from the product and identity uncertainty. Customers' trust in an Internet environment thus, is important as there is little guarantee that the online vendor will refrain from undesirables, unethical, opportunistic behavior, such as unfair pricing, presenting inaccurate information, distributing personal data and purchase activity without prior permission. Aladwani in Eshafami and Lafvat (2016) identified customers' trust as an important future challenge of online service platform.

The next problem in studying trust is what factors influence trust (Yousafzai et al., 2003) has developed a concept that answer this problem. It is concluded that the two main thing that influence consumer trust in online platform is perceived security and perceived privacy. These two factors are causally related to risk since risk is regarded as the loss of security and intervention of privacy. And a trustable online transaction platform needs to perceive as protecting consumers' privacy and security, therefore equals to low perceived risk. Trust is being defined as a function of the degree of risk involved in online transaction, and the outcome of trust is proposed to be reduced perceived risk, leading to positive intentions towards use of electronic platform to shop.

Furthermore, the importance of trust is also examined in this study. Johnson-George and Swap in Hong and Cha (2013) stated that consumer's motivation to take risk is common in condition of trust. It could be implied that trust is one of mediating factors when someone take risk in a particular occasion, in this case, shopping through an E-Marketplace. The presence of trust implies the acceptance of a certain degree of risk when the expected outcome is positive (Hong and Cha, 2013). While the trustor chooses to trust if the risk that she has to take is within an acceptable range, the trustor has no choice but to give up making the trusting choice in case the risk is likely to become very high. Therefore, the perceived risk can be also an important predictor of the trusting decision. This relationship of variables such as Trust, Perceived Risk and Online Purchase Intention has not been studied in context of Indonesia, thus this study will examine the relationship between the three variables in the context of consumer in Manado city of Indonesia.

Research Objectives

1. To identify and analyze the relationship that occurs Perceived Risk and Trust of E-Marketplace users in Manado.
2. To identify and analyze the relationship that occurs between Perceived Risk and Purchase Intention of E-Marketplace users in Manado.
3. To identify and analyze the relationship that occurs between Trust and Online Purchase Intention of E-Marketplace users in Manado.
4. To analyze the mediation of Trust in the relationship between Perceived Risk and Online Purchase Intention of E-Marketplace users in Manado.

THEORETICAL FRAMEWORK**E-Marketplace**

Marketplace is a platform that offers products and services of numerous sellers, which can be bought by clients (Kawa and Walesiak, 2019). Hermanto (2020) states that marketplace is also known as market district (i.e., place where buyers and mix of sellers conduct transactions), and development of technology allows marketplace to be built online, making it so-called E-Marketplace. So, there are at least three parties that involved in E-Marketplace – buyers, sellers, and E-Marketplace provider (Sfenrianto et al., 2018). Thus, it can be stated that marketplace has similar to traditional market, but more complex since it has incorporated the more advanced technology along with the problems. Sfenrianto et al. (2018) reports that the popular marketplace vendors in Indonesia includes Lazada, Tokopedia, Bukalapak and OLX. Recently, marketplace like Shopee and E-Marketplaces also came into great attention and usage. Sfenrianto et al. (2018) identifies that factor such as reputation and trust are very crucial in transaction success. Reputation plays critical roles in shaping the E-Marketplace, especially dealing with pricing, and promoting sales (Jolivet et al., 2016). Reputation of an E-Marketplace reflects the overall evaluation, image, and the identification of a marketplace (Chen et al., 2013). Higher reputation is believed often represents higher profits (Fouliras, 2013). This concludes that reputation and trust is related, and how people trust a certain marketplace is affected by reputation it managed and communicate. Futhermore, in E-marketplace, trust has a positive and significant impacts in consumer's purchasing decisions (Ridwan et al., 2020).

Online Purchasing Intention in E-Marketplace

Meskaran et al. (2013) defined online purchase intention (OPI) as the customers' readiness to purchase through the internet. Consumers' willingness to buy a product or service via internet stores is defined as online purchase intention (Li and Zhang in Ariffin, Mohan and Goh, 2018). Iqbal et al. (2012) also defined online purchase intentions as the customers' willingness to use internet services, making an actual purchase of goods and services or comparing the prices of products. In this study, Online Purchasing intention is occurred in E-Marketplaces users. It is the consumer's willingness to buy product via internet through E-Marketplace. Purchase intention process starts with the product evaluation. To do the evaluation individuals use their current knowledge, experience, and external information (Bukhari et al., 2013). Hence, external factors also play a major role in purchase intention process by influencing on consumers' attitudes. In general, many factors have influence on purchase intention. There are external factors that barring consumer's willingness to buy in E- Marketplace. For example, Trust and Perceived Risk.

Trust in E-Marketplace

Trust relationship is conducted by two parties, the trustor, and the trustee. In e-marketplace, those two parties are not in a human-to-human. For example, the trustee is a website which provides an e-commerce system, and the trustor is a human who uses the website (Seckler et al., 2015). Trust plays critical roles in making choices when there is insufficient information. In e-commerce, a trustor cannot see or touch a trustee's products or services or ask questions face-to-face. The trustor must deal with an unfamiliar platform and must overcome perceptions of risk and insecurity, such as by submitting personal information, wiring money, and providing credit card information a relationship, but rather a human to computer-interface relationship (Hong and Cho, 2011).

Perceived Risks

Garner in Ariffin, Mohan and Goh (2018) states that there are an additional six dimensions of perceived risk, namely, includes social, financial, physical, performance, time and psychological risks. In the context of E-Marketplace, Han and Kim (2017) examined a multidimensional perceived risk which includes financial, privacy, product, security, social/psychological and time. Psychological risk is defined as a consumer's dissatisfaction in choosing a poor product or even though there are varieties of products available (Ueltschy et al. in Ariffin, Mohan and Goh, 2018). Psychological risk is associated with consumer perception on how his/her wrong judgment after making a wrong purchase leads to social risk, referring to his perception of how others will react to his purchase. Security risk is defined as a potential loss due to online fraud or hacking, which exposes the security of an internet transaction or online user (Soltanpanah et al., 2012). Azizi and Javidani (2010) stated that security is linked with disclosure of financial information such as credit card number, account number and safe pin number. Product risk, according to Popli and Mishra (2015), is one of the constraints a customer has to overcome when shopping online is there is little possibility to check the product physically before making the purchase. Time risk is one of the influential factors on consumers' purchasing behavior via the internet. Time risk explains the bad experience through online transactions that are often caused by the struggle of finding the right products, submitting the orders and delays of getting the products (Forsythe et al. in Ariffin, Mohan and Goh, 2018).

Previous Research

Hong and Cha (2013) aimed at investigating the mediating role of consumer trust in an online merchant in the relationships between components of perceived risk and purchase intention: (1) examining the total effect without mediation, and (2) examining the mediation effect. The findings revealed that performance, psychological, financial, and online payment risks have a significant negative influence on purchase intention. On the other hand, an examination of the mediation effect indicated that trust in an online merchant completely mediates the effect of performance risk, but partially mediates that of the psychological risk.

Lee et al. (2018) examined the complicated effects of trust and distrust on a buyer's purchase intentions. Previous studies have provided theoretical frameworks illustrating co-existent trust and distrust, trust transfers from one to another, and trust in buyer-intermediary-seller relationships. Based on these frameworks, this study (i) presented a holistic model that contained the judgment of buyers resulting in trust or distrust in the intermediary and the seller; (ii) investigated trust and distrust transfer from the intermediary to the seller, and (iii) explored the effects of various antecedents that affect trust and distrust. A summary of key findings are as follows. First, buyer's trust in an intermediary positively affected his or her trust in the seller, positively influencing purchase intention. In other words, we found the trust transfer from an intermediary to its seller. Second, distrust in an intermediary directly impacted on the buyer's perceived risk, negatively influencing his or her purchase intentions. Third, structural assurance and perceived website quality of an intermediary gave a positive impact on buyer's trust in the intermediary.

Ariffin, Mohan and Goh (2018) aimed to examine the relationship between six factors of consumers' perceived risk and consumers' online purchase intentions. In particular, this study will examine the relationship between financial risk, product risk, security risk, time risk, social risk and psychological risk and online purchase intention. Survey method was used for the purpose of data collection, and quantitative analysis was used to test the hypotheses. A total of 350 respondents participated on an online survey, and data were quantitatively analyzed via IBM SPSS Statistics 24. The findings from this study suggest consumers' perceived risks when they intend to purchase online. Five factors of perceived risk have a significant negative influence on consumer online purchase intention, while social risk was found to be insignificant. Among these factors, security risk is the main contributor for consumers to deter from purchasing online.

Conceptual Framework

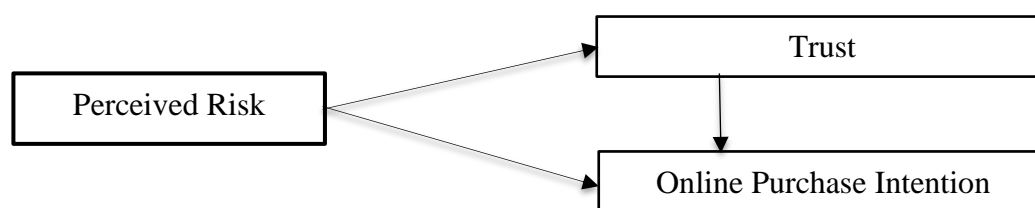


Figure 1. Conceptual Framework

Source: Theoretical Review, 2018

Conceptual framework above implies four hypotheses as follows:

- H1: Perceived risk has significant and negative impact toward Trust.
- H2: Perceived risk has significant and negative impact toward Online Purchase Intention.
- H3: Trust is having significant and positive impact toward Online Purchase Intention.
- H4: Trust mediates the relationship between perceived risk and Online Purchase Intention.

RESEARCH METHOD

Research Approach

In this study, the researchers' objective aligns with those of causal study which is to discover whether or not each of the independent variable components affect the mediating variable and thus the dependent variable. From the perspective of analysis and data collection method, researchers will be using a quantitative data analysis. Quantitative research involves systematic and highly structured method of data collection, gathering, and processing that involves computations and statistics (Sekaran and Bougie, 2016).

Population and Sample

For this research, the target population are people in Manado who have used E-Marketplaces to perform product search, contacting sellers, information gathering, and product purchasing. In this research, the author uses the sampling technique specified by using Rao Purba's formula as included in Mudiantono (2015). This formula provides the result of $n=96.04$. The amount is rounded off into 97 samples. The sample is determined to be 100-120 people to anticipate questionnaires that cannot be used in research or data processing.

Data Collection Method

To support this research study, researchers use two types of data collection method which are primary data and secondary data. Primary data is the first-hand data collection that will be used to solve the problem in the research study, including interviews, observation, questionnaires, and experiments.

Data Analysis Method

Validity and Reliability Test

Since the software used in this research is SmartPLS 3.0, there are two factors need to be considered which are convergent validity and discriminant validity. According to Sekaran and Bougie (2016), convergent validity is known as communality of construct when two different tools measure the same concept. In this particular type, data is proven as valid when the results of outer loadings in SmartPLS 3.0 are greater than 0.70 and average variance extracted (AVE) above 0.50 in which AVE is obtained from the mean of squared loadings of a variable's indicators (Hair et al., 2014). In contrast, discriminant validity means the constructs in the research measures what it is supposed to measure because one construct is different to another construct. Discriminant validity is acceptable when the value of cross loadings of each indicator is higher than 0.7 (Hair et al., 2014).

Cronbach's α is commonly used by the researchers to conduct reliability test. Hair et al. (2014) states that composite reliability produces more precise measurement compared to Cronbach's α . The result of Cronbach's α indicates number between 0 and 1, but the acceptable score is start from 0.7 and above. Similarly, composite reliability is also acceptable when the value is greater than 0.7 (Fornell and Larcker in Munir, 2018).

Partial Least Square – Structural Equation Modeling

SEM is a statistical analysis technique involving two or more variables that combines factor analysis and multiple regression analysis (Hair et al., 2016). It aids in the process of depicting how one construct relates to another in a structural form. SEM concerns the outer model and inner model. Outer model is the section of the model that depicts the relationship between the latent variables and their indicators. In Outer model evaluation, the main objective is to evaluate the validity and reliability of the model, as explained in validity and reliability test part. Inner model is the structural model section that depicts the relationship between all of the latent variables which constitutes the overall model. In the inner model evaluation, one has to observe the variance level through hypothesis testing, R square value, multicollinear testing. R-square value is a tool used to analyze the correlation among latent variable and endogenous variable. According to Hair et al., (2016), R-square value of 0.5 represents a strong correlation, values between 0.5 and 0.75 represents a moderately strong correlation, and values below 0.5 express low level of correlation. Lastly, hypothesis testing such as T-test is essential for the inner model. It

determines the extent to which an independent variable influences the dependent variable. The T-test will differ according to the percentage of confidence level and how many tailed tests chosen by the researchers. In this study, researchers use two-tailed test with a 95% confidence level.

RESULTS AND DISCUSSION

Results

This part describes the statistical test results from data processing steps. This part contains all parts related to statistical tests, starting from validity test results, reliability test results, the partial least square results with mediation test results.

Table 1. Validity Test Results

| Variable | Average Variance Extracted (AVE) Score |
|---------------------------|--|
| Online Purchase Intention | 0.678 |
| Perceived Risk | 0.524 |
| Trust | 0.684 |

Source: Data Processing

Table above displayed that the AVE score requirement is met. For all three variables, as shown in table above, the AVE score is all above 0.5. This means that validity test is passed in this research.

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha | Composite Reliability (CR) |
|---------------------------|------------------|----------------------------|
| Online Purchase Intention | 0.774 | 0.862 |
| Perceived Risk | 0.816 | 0.867 |
| Trust | 0.772 | 0.866 |

Source: Data Processing

As seen, in table above, all of the three variables – the Online Purchase Intention, Perceived Risk and Trust, all produce Cronbach's Alpha and CR score above 0.7. This means that all variables with the indicator and items passed reliability test

Table 3. Hypothesis Test Output

| Relationships | Original Sample | Sample Mean | T Statistics | P Values |
|---|-----------------|-------------|--------------|----------|
| Perceived Risk -> Online Purchase Intention | -0.044 | -0.058 | 0.39 | 0.697 |
| Perceived Risk -> Trust | -0.322 | -0.339 | 3.399 | 0.001 |
| Trust -> Online Purchase Intention | 0.419 | 0.431 | 4.58 | 0.000 |

Source: Data Processing

Table above shows the path analysis results. In table above, it is apparent that several results are exist. Table above shows the path coefficient, the sample mean, t-statistics, and the p-value. Each category shows different function.

In the path coefficient (the Original Sample column), the results imply three things. First, the relationship between Perceived Risk and Online Purchase Intention is negative. This means, the higher the Perceived Risk, the lower purchase intention will be going to. Second, Perceived Risk and Trust appeared to have negative relationship also. So, the higher the risk perceived toward e-marketplace platform, the lower the trust will be. Last, between Trust and Online Purchase Intention, positive relationship exists. This means that the higher the trust, the higher the intentions to purchase will also going to be.

Next, the p-value results show the significance of the relationship between variables. As discussed in the previous chapter, in order a significant relationship to be exist, p-value needs to be less than 0.05. In the table above, there are at least four findings could be seen. First, there is no significant impact from Perceived Risk towards Online Purchase Intention since the p-value is greater than 0.05. Thus, the H1 (Hypothesis 1) is rejected.

Second, there is a significant impact from Perceived Risk toward Trust (p -value = 0.001, lesser than 0.05). This means that the H2 (Hypothesis 2) is accepted. Third, there is a significant impact from Trust toward Online Purchase Intention (p -value = 0.000, lesser than 0.05). This means that the H3 (Hypothesis 3) is accepted.

Mediation Results

For the fourth hypothesis (H4), it can be seen that Trust provide a mediation role. Results in Table 4 showed that without trust as mediator, there will be no significant relationship between Perceived Risk and Online Purchase Intention. This is also fit the finding that there is no direct relationship between Perceived Risk and Purchase Intention in this research. This means that Trust does provide full mediation. This concludes that the fourth hypothesis (H4) is accepted, that Trust in mediates (full mediation) the relationship between perceived risk and Online purchase intention.

Discussion

Perceived Risk and Trust

Results shows that Perceived Risk has negative significant impact for E-Marketplace customers in Manado. This should mean that the higher perceived risk, the lower the trust will be toward E-Marketplace platform. This finding tells that for e-marketplace users in Manado, trust toward a platform is really determined by their perception of risk toward that platform. This finding also in line with the study of Hong and Cha (2013) and Indiani et al. (2015). In those study, it is described that the impact perceived risk before actual purchase is explained by trust. Level of tolerance in taking risks may be one of the traits that is common to all trust. This means that if there is trust toward a product, it means beforehand, customers have accepted to take certain level of risks in using the platform. For instance, the trust of Shopee, Bukalapak, Lazada, or Tokopedia's brand reputation and credibility means, consumer is already to accept to sign up in them and use them - even though probably in the future there will be some problem or risk. A higher level of perceived risk in online transactions leads to a lower level of customer trust towards the platforms, which further in turn discourages customers from making online transactions from E-Marketplace platforms.

Perceived Risk and Online Purchasing Intention

Result shows that for E-Marketplace consumer in Manado, there is no direct impact from Perceived Risk toward Online Purchasing Intention. As a highlight, perceived risk dimensions that is studied in this paper is security risk, (customer information, online payment security), psychological risk, delivery risk, and time risk. Since perceived risk is rejected, these dimensions also found to have no impact towards online purchasing intention via marketplace. For security risk, the finding is in line with what concluded by Hong and Cha (2013). For delivery risk, the finding is in line with what concluded by Arifin, Mohan and Goh (2018). For psychological risk, the finding is in line with what concluded by Rejeki (2018). For time risk, the finding is in line with what concluded by Hasan (2017). The reason that this risk is not relevant in determining online purchase intention is that nowadays, the security features of sites like Shopee and Tokopedia is getting better and trustable. Information is safely stored, and those platforms provided many safe payment methods for customers, and those sites did an excellent job in keeping customers' money before product are safely arrived. Furthermore, delivery risk is also seen as insignificant risk for e-marketplace customers. The probable reason is the choice of delivery service provided in e-marketplace is great nowadays. Each delivery companies compete to provide better and more accurate service toward the consumer. Psychological risk also has been reduced since the mechanism of transaction is relatively safe, with the emerging reputed fintech technology such as OVO, GoPay, and ShopeePay. Intermediary role of the e-marketplaces platform also ensures that money is transferred when product is safely and correctly received. The reliably and trackable delivery system also decreases worries of the online buyers since they can estimate and track the arrival of their purchase.

Trust and Online Purchasing Intention

Result shows that for E-Marketplace consumer in Manado, there is a significant impact from Trust toward Online Purchasing Intention. So, this hypothesis is accepted. For marketplace users in Manado, trust in platforms such as Shopee or Tokopedia or others will increase their willingness to purchase. This finding fits the statement from Hong and Cha (2013), that trust plays a central role in helping consumers overcome the perceptions of risk, uncertainty, and insecurity. In online transaction, although error and problem still have the probability to happen, customers are not burdened by those risk because their trust toward the brand. For example, marketplace like Shopee, Lazada, Tokopedia has promoted their brand to be a trustable brand in keeping customer transaction safe.

Moreover, this finding also fits the finding of Lee et al. (2018). In that study, it was stated that buyer's trust in a platform (marketplace) positively affected her trust in the seller in the e-marketplace, positively influencing purchase intention. As found by the previous studies, trust is behavioral respond toward a platform. In practice, online shoppers in Manado perceived that common E-Marketplace online are trustable and reliable, since most of them have high reputation, great brand, and partnerships with conventional banks and payment systems, and also famous delivery companies. This build the perception that most of e-marketplace companies are trustable. Reviews and peer information also helps e-marketplace users obtain trust. The perception of reputation, safety and credibility increases consumer's willingness to conduct transaction

Mediation of Trust in Perceived Risk and Online Purchase Intention

Result shows that for E-Marketplace consumer in Manado, trust mediates their perceived Risk of the marketplace toward their Online Purchase Intention. This mediation is proven as full mediation, means that for E-Marketplace users in Manado, the impact of their risk perception toward their intention to buy can only be explained by trust. Otherwise, their purchasing intention is not impacted by the perceived risk of the platform. This research is in line with the finding of Hong and Cha (2013) that trust took part as the mediating role in the relationship of perceiving risk and intention toward buying online. This finding is also fit the conclusion of the study of Indiani et al. (2015). As this research found, the influence of perceived risk upon actual purchase is explained or mediated by trust. A great level of risk perception in online transactions leads to a lesser level of trust towards the service offered, which in turn decrease the willingness of customers to perform online transactions. Furthermore, this finding also stated by Ganguly et al. (2010). In that study, it is also noted that, in the context of online shopping, website/app display attributes like information design, visual design, and features design as the display of trust, serves as mediator of risk perception and buying intention. So, it is proposed that influence their outcome variable 'purchase intention' through the key mediating variable, which is trust.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. Results shows that Perceived Risk has negative significant impact for E-Marketplace customers in Manado. This should mean that the higher perceived risk, the lower the trust will going to be toward E-Marketplace platform.
2. Result shows that for E-Marketplace consumer in Manado, there is no direct impact from Perceived Risk toward Online Purchasing Intention. So, this hypothesis is rejected. Interestingly, however, in this research it is found that there is an indirect effect from Perceived Risk toward Online Purchase Intention through Trust.
3. Result shows that for E-Marketplace consumer in Manado, there is a significant impact from Trust toward Online Purchasing Intention. So, this hypothesis is accepted.
4. Result shows that for E-Marketplace consumer in Manado, Trust mediates their perceived Risk of the marketplace toward their Online Purchase Intention. This mediation is proven as full mediation, means that for E-Marketplace users in Manado, the impact of their risk perception toward their intention to buy can only be explained by trust. Otherwise, their purchasing intention does not determined by the perceived risk of the platform.

Recommendation

Recommendation given for further research are as follows:

1. This research is limited to marketplace customer in Manado, Indonesia. Further research may be done in various population and cities or culture, so the findings will be even richer and comparable, so difference in relationship between variable could be analyzed.
2. Further research could study what variables prevent consumer from trusting or even willing to buy from e-marketplace platform. This research has employed perceived risk variable. The next studies should be able to include more variable.
3. This research did not completely analyze the dimension of perceived risk. In next research, perceived risk could be divided into several risk dimensions as new variable, so potential risks may be detected.
4. This research recommends the e-marketplace of the importance of maintaining trust to the customers.

5. The company of the e-marketplace must be anticipated the big risks from the results from the previous chapter, such as Security Risks, Product Risks, Time Risks and Psychological Risks.
6. The result shows that Trust is an important mediator. This actively demonstrates that if there is a strong trust, the perceived risk could be pressed.

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