

**PENGARUH PERCEIVED VALUE DAN PERCEIVED RISK DENGAN
ATTITUDE SEBAGAI VARIABEL INTERVENING TERHADAP
PURCHASE INTENTION PROGRAM ONLINE FLASH SALE PADA E-
COMMERCE SHOPEE DI KOTA PADANG**

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ABSTRACT

This study to explain the relationship among perceived value, perceived risk and purchase intention, by considering attitude as the intervening effect of purchase intention.

The survey was distributed in person at Padang City with 151 respondents who visited Shopee and never had a transaction on flash sale Shopee. The results of the study indicate that: (1) Attitude directly has a positive and significant effect on purchase intention, (2) Perceived risk directly has a positive and significant effect on attitude, (3) Perceived risk directly has a negative and no significant effect on purchase intention. (4) Perceived value directly has a positive and significant effect on attitude, (5) Perceived value directly has a positive and significant effect on purchase intention, (6) Perceived risk indirectly has a positive and significant effect through attitude on purchase intention, and (7) Perceived value indirectly has a positive and significant effect through attitude on purchase intention. The intervening effect of attitude is important to purchase intention.

Keywords: *Perceived risk, Perceived value, Attitude, Purchase intention, Flash Sale*