

**KUALITAS WEBSITE, MEREK WEBSITE, REPUTASI, RASA PERCAYA, DAN RISIKO YANG DIRASAKAN YANG MEMPENGARUHI NIAT BELI PRODUK FASHION ONLINE SHOP**

<b>Title</b>	KUALITAS WEBSITE, MEREK WEBSITE, REPUTASI, RASA PERCAYA, DAN RISIKO YANG DIRASAKAN YANG MEMPENGARUHI NIAT BELI PRODUK FASHION ONLINE SHOP
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<b>Abstract</b>	This study to analyze the influence of website quality and website brand on purchase intentions mediated by trust and risk perceived by consumers to prove the differences in research results from previous studies conducted by Chang and Chen (2008). This research is a case study using a survey method with questionnaires on respondents who know and are interested in buying fashion shop online products. The selection mechanism of respondents in this study using the random sampling method. The analysis technique uses Structural Equational Model (SEM) with sample 185. The results of this study are variable quality of website, website brand, reputation mediated by trust have a positive effect on purchase intention and negatively affect the perceived risk of consumers. This research can be used by online shopping businesses to increase purchase intention by paying attention to some of these variables.
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