

**THE INFLUENCE OF PERCEIVED RISK AND PERCEIVED CONVENIENCE OF ONLINE FOOD ORDERING TOWARDS CONSUMERS' INTENTION TO PURCHASE FOOD ONLINE.**

**THESIS**

Submitted to fulfill the requirements for a bachelor's degree in Management Department Faculty of Economics and Business Andalas University



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**The Influence of Perceived Risk and Perceived Convenience of Online Food Ordering Towards Consumers' Intention to Purchase Food Online.**

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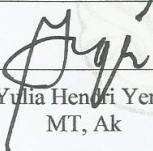
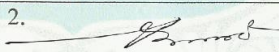
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**ABSTRACT**

This study aims to examine the effect of perceived risk (in this case COVID-19 risk) and perceived convenience in online food ordering on consumers' intention to order food online. The object of the research is the COVID-19 survival consumers who are familiar with online food ordering. The sample was 125 consumers which were selected based on the snowball sampling method. Hypothesis testing was carried out using the help of the SmartPLS for the windows program. The results showed that the perceived risk had a positive significant effect on consumers' perceived convenience of online food ordering and lead to a positive effect on consumers' intention to order food online. While perceived risk in this case COVID-19 had a negative insignificant effect on consumers' intention to purchase food online.

**Keywords: Perceived Risk, COVID-19, Perceived Convenience in Online Food Ordering (PCOF), Consumer's Intention.**

This Thesis is already examined and passed on September 2<sup>nd</sup>, 2022. This abstract already approved by supervisor and examiners:

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