

THE IMPACT OF PERCEIVED RISKS AND BENEFITS ON CONSUMER'S  
CONTINUOUS INTENTION TO USE A MOBILE APP: FORE COFFEE  
MOBILE APPLICATION

By

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### STATEMENT BY AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### THE IMPACT OF PERCEIVED RISKS AND PERCEIVED BENEFITS ON CONSUMER'S CONTINUOUS INTENTION TO USE A MOBILE APP: FORE COFFEE MOBILE APPLICATION

By

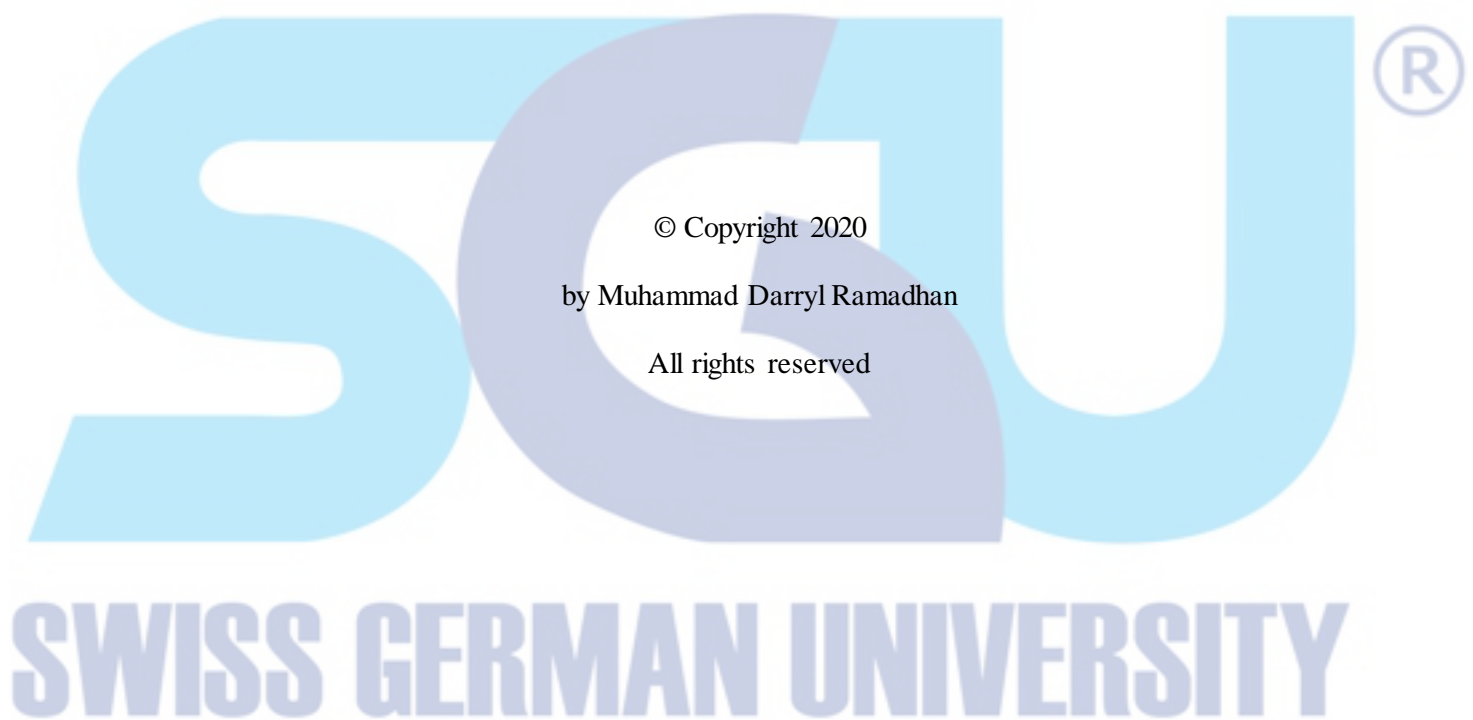
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The objective of this research is to analyze the impact of perceived risks and perceived benefits on consumer's continuous intention to use a mobile app. In the context of this study, the independent variables are perceived risks and perceived benefits, with the dependent variable as continuous intention to use. Perceived risks has 4 dimensions; delivery risks, privacy risks, quality risks and time risks. Perceived benefits also has 4 dimensions; shopping convenience, product selections, ease of shopping and shopping enjoyment. Data was collected from 100 respondents that have purchased through Fore Coffee mobile app at least twice. The results suggested that perceived risks and perceived benefits simultaneously impact continuous intention, however perceived risks alone does not impact and perceived benefits alone significantly impacts continuous intention. Among the 8 dimensions, only privacy risks does not have any impact on continuous intention while other risks have an impact however not as significant as the dimensions of perceived benefits. This study has some recommendations for Fore Coffee in order to improve their consumer's continuous intention to use their mobile app.

*Keywords: Perceived risks, perceived benefits, continuous intention, mobile app, VAM*



## DEDICATION

I dedicate this research to my family, thesis advisor; Mr. Fiter Abadi, and my beloved country, Indonesia.



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