



THE IMPACT OF THE PERCEIVED QUALITY, DEBT AND PERCEIVED RISK ON PURCHASE INTENTION AT THE GROCERY STORE

**(Empirical Study on Customers of Sinar Rejeki
Grocery Store, West Kalimantan)**

By

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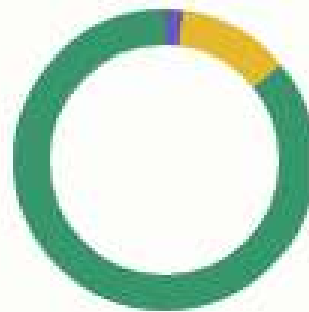
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ABSTRACT

Purpose: The purpose of this research paper is to investigate the influence of perceived quality and debt on perceived risk, and the subsequent influence of perceived risk on purchase intention in the context of a grocery store. The study aims to provide insights to increase sales at Sinar Rejeki grocery store in West Kalimantan.

Design /Methodology/Approach: This research employs a quantitative method to analyze the data. The questionnaire was distributed using Google Forms and shared via WhatsApp, Instagram, and Facebook to target respondents in West Kalimantan. This study has collected 392 respondents, with 301 valid respondents after passing the screening question. The questionnaire utilized a seven-point Likert scale and the data was analyzed using Smart-PLS (Smart Partial Least Square) software. The analysis included assessments of composite reliability, discriminant validity, and hypothesis testing.

Findings: The results indicate that perceived quality positively influences perceived risk, debt positively influences perceived risk, and perceived risk positively influences purchase intention.

Originality /Value: This is the first research to discuss the relationships among perceived quality, debt (as independent variables), perceived risk (as a mediating variable), and purchase intention (as a dependent variable) in the context of a grocery store.

Keywords: *Perceived quality, Debt, Perceived risk, Purchase intention, Grocery store.*