The growth of internet user in Indonesia has been truly phenomenal in recent years. The growth has also led Indonesia to the emergence of a very lucrative market for Islamic fashion. HijUp is the first Indonesian Islamic fashion e-commerce site. The muslim fashion industry has huge commercial potential in Indonesia. HijUp.com as part of Islamic fashion industry should continue to grow and increase its potential to have a high competitiveness compared with similar competitors. Lack of trust in e-commerce is one of the most frequent reasons why consumers not purchase e-commerce product such as in Islamic fashion e-commerce. But, lack of trust in Indonesia is higher than the average level of distrust in the world. Lack of trust has significant related toward perceived risk. Risk has a negative impact on online purchase intention, both for products and services. Perceived risk can decrease the purchase intention of e-commerce. Perceive benefits felt by consumers will increase purchase intention in online shopping. This study examines how perceived risk, perceived benefit, and consumer trust effect the purchase intention of Islamic fashion ecommerce.

This research was conducted to HijUp.com’s follower in Jakarta, from October to November 2017. This research focused at HijUp as the first Indonesian moslem fashion e-commerce site. This research applied purposive sampling technique. A total of 234 women in Jakarta who have been following one of social media of HijUp participated in this research. The data collection was collected by online questionnaire and face to face interaction. The sample determination of 234 respondent was based on structural equation modelling (SEM) analysis.

The result showed that consumer trust significantly negative influence toward perceived risk. Perceived benefit significantly positive influence toward purchase intention. Perceived risk has a significant and negative impact on intention. Security seals on their website and third-party internet seals have strong effect towards consumer trust. Information risk and product risk have strong affect towards perceived risk of online shopping. Physiological equanimity have strong affect towards perceived benefit of online shopping. As consumers consider e-commerce involves risk and uncertainty, online business organizations need to overcome these barriers. A key strategy to increase purchase intention is apply a set of international security standards created and maintained by the PCI DSS (Payment Card Industry Data Security Standard). Cyberbuzz can be used to reduce the risk product by reviewing and promoting the product of Islamic fashion.

Keywords: e-commerce, islamic fashion, consumer trust, perceived benefit, perceived risk