

ABSTRACT

The first purpose of this research is knowing the impact of structural assurance toward trust at e-commerce service. The second purpose of this research is knowing the impact of perceived reputation toward trust at e-commerce service. And the latest purpose of this research is knowing the impact of structural assurance and perceived reputation toward trust at e-commerce service.

The variables of this research are: structural assurance and perceived reputation as independent variables and trust as dependent variable. The amount of samples are 150 sample and data analysis technique is double linier regression.

The result of this research showing that structural assurance influenced toward e-commerce service. Perceived reputation influenced toward trust at e-commerce service. Structural assurance and perceived reputation influenced toward trust by contribution of both variables toward trust is 66,9%.

Keywords: structural assurance, perceived reputation, trust, e-commerce.



INTISARI

Penelitian ini bertujuan untuk mengetahui adanya pengaruh *structural assurance* terhadap kepercayaan (*trust*) pada layanan *e-commerce*, pengaruh *perceived reputation* terhadap kepercayaan (*trust*) pada layanan *e-commerce*, dan pengaruh *structural assurance* dan *perceived reputation* terhadap kepercayaan (*trust*) pada layanan *e-commerce*.

Variabel penelitian adalah *structural assurance* dan *perceived reputation* sebagai variabel bebas dan *trust* sebagai variabel terikat. Jumlah sampel penelitian sebanyak 150 sampel, teknik analisa data yang digunakan adalah regresi linier berganda.

Hasil penelitian menunjukkan bahwa *structural assurance* memiliki pengaruh yang signifikan terhadap *trust* layanan *e-commerce*. *Perceived reputation* memiliki pengaruh yang signifikan terhadap *trust* layanan *e-commerce*. *Structural assurance* dan *perceived reputation* memiliki kontribusi terhadap *trust* dengan kemampuan sebesar 66,9%.

Kata Kunci: *structural assurance, perceived reputation, trust, e-commerce*.

