

E-commerce Ethics on Customers' Trust, Satisfaction, Commitment, and
Repurchase Intention in Surabaya

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ABSTRACT

This study aims to know the influence of ethics towards trust, satisfaction, commitment, and ultimately repurchase intention on e-commerce in Surabaya. E-commerce B2C and C2C business model was used as an object in this research.

This study also adopted quantitative approach and causal type research. Questionnaire was used for the purpose of data collecting. The questionnaire was distributed by offline and online media. Sample consisted of 301 respondent that already 18 years old or above and have done online transaction using e-commerce platform minimum once in the past a year. Furthermore, the data analysis was analyzed using SPSS 24 and LISREL 8.7.

The result of this study showed that Consumers' Perception of Online Retailing Ethics (CPORE) has a positive relationship on trust. CPORE also has a positive influence on satisfaction. Furthermore, CPORE has a positive influence on commitment. Then, there is positive impact of trust on commitment. However, commitment has an insignificant influence on repurchase intention. Lastly, satisfaction has a positive influence on repurchase intention.

Keywords: Consumers' Perception regarding the Ethics of Online Retailers, trust, satisfaction, commitment, repurchase intention