

## The Antecedents and Consequence of Website Trust: A Study of Valere La Pena Social Network Online Shop Site

Luna Mutisari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=127798&lokasi=lokal>

---

### Abstrak

Internet has a remarkable strength as a medium of Communications: it has the potential of democratizing communication, by allowing everyone with access to the web to share their thoughts easily. One of the outcomes of technology communication is a social network site (SNS). It provides a media where somebody can attempt their existence through customization on their personal pages and connects with other person all around the world. Thus, it creates a new way of socialization in human beings.

Interestingly, there is some development, independently made by the users themselves, to consider the main function of social networking website. Small Medium Enterprises (SME) in South East Asia, pointing Indonesia in this case, use social network site (SNS) as their online shop. However, most online shops have not earned profit yet because consumers perceived that online shop is riskier than traditional shop. Thus, online shop website should gain the relationship and trust with the consumers, because previous research explained that in the end, trust associated with consumer commitment and loyalty would pursue willingness to purchase.

This research used survey method to gather information about website trust antecedence, website trust, and willingness to buy as the consequence of trust. To gather the primary data, this research used questionnaire and interview and used online journal, books, magazines, and other theses as the secondary data sources.

The population for the questionnaire-survey were consumers (whether they want to buy or not to buy the product, also whether they are the online shop contacts or not) who accessed and have willingness to filled in and returned back the questionnaire between November, 1st until 30th November 2008, whereas the sampling technique of this research was non probability sampling method and used purposive or judgmental sampling technique with customer's characteristic that ever been visit to Valere La Pena website and known multiply.com as social network site, and/or became a network in multiply.com. This survey method also used interview technique as qualitative approach to enrich the data from the questionnaire.

The findings of this research show that all the antecedents (seals of approval, website navigation, and transaction security) significantly affected the website trust, where the website trust also significantly affected the willingness to purchase. This research also creates conclusions and suggestion for either managerial or further research.