

Analisis anteseden kepercayaan dan kepuasan dalam model penerimaan konsumen terhadap e-commerce: Studi kasus mahasiswa di Jabodetabek = Analysis of antecedent of trust and satisfaction on consumers e-commerce acceptance model: Case study university students in Jabodetabek Indonesia

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Abstrak

[Internet menyimpan potensi yang sangat besar untuk menjadi platform bisnis yang penting untuk transaksi antar organisasi antara organisasi dengan konsumen bahkan antar konsumen dengan konsumen. Besarnya potensi yang dimiliki oleh internet dalam dunia bisnis dan commerce ternyata masih belum secara optimal dimanfaatkan. Meskipun internet menawarkan berbagai keuntungan dan kemudahan yang secara teoritis bisa menarik minat banyak pengguna untuk menggunakan e-commerce, ternyata hal tersebut belum cukup untuk menarik minat para pengguna internet untuk menggunakan e-commerce. Penelitian ini menggunakan model penerimaan e-commerce yang dikembangkan oleh Afsan Azam Pro Fu Qiang dan Muhammad Ibrahim Abdullah 2011 untuk menentukan anteseden dari kepercayaan dan kepuasan yang mempengaruhi penerimaan e-commerce. Metode pengumpulan data dilakukan dengan menggunakan teknik kuesioner. Metode pengolahan data dilakukan dengan menggunakan metode analisis regresi berganda multiple regression analysis. Penelitian ini memberikan bukti empiris bahwa kepercayaan dan kepuasan mempengaruhi keinginan untuk melakukan transaksi secara online. Privasi dan disposition to trust adalah dua faktor yang mempengaruhi kepercayaan. Kemampuan keandalan penjual online dan third party seals merupakan anteseden yang mempengaruhi kepuasan.

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Internet has enormous potential to become an important business platform for transactions between organizations, among organization and consumers, and even between consumers. Enormous potential which is internet has in business world and e-commerce remains largely untapped. Though the Internet offers a variety of advantages that collectively have been shown to be important enough to attract substantial interest, and yet the penetration of e-commerce is still low. This research uses consumers' e-commerce acceptance model which is developed by Afsan Azam, Pro. Fu Qiang, and Muhammad Ibrahim Abdullah to identify antecedents of trust and satisfaction which influence e-commerce acceptance. This research use questionnaire technique for data collection. Multiple Regression Analysis was used to process data. The study shows empirical evidences that trust and satisfaction positively influence the consumer's intention to purchase online. Privacy and disposition to trust are the relevant predictor of consumers' trust.

Reliability/fulfillment are the relevant predictor of consumers' satisfaction. The research result is antecedent of trust and satisfaction that influence consumers' e-commerce acceptance., Internet has enormous potential to become an important business platform for transactions between organizations, among organization and consumers, and even between consumers. Enormous potential which is internet has in business world and e-commerce remains largely untapped. Though the Internet offers a variety of advantages that collectively have been shown to be important enough to attract

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