

# Kepercayaan interpersonal terhadap konsumen dalam pembelian melalui belanja online di Indonesia = Interpersonal trust among consumers in purchasing through online shopping in Indonesia

Alika Savira, auhtor

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20416389&lokasi=lokal>

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## Abstrak

[<b> ABSTRAK</b><br> Penelitian ini berjudul "Kepercayaan Interpersonal Terhadap Konsumen Dalam Pembelian Melalui Belanja Online di Indonesia" yang membahas tentang bagaimana responden bertindak dan membangun kepercayaan atas pembelian dalam lingkungan online. Karena teknologi sekarang meningkat dan memberikan cara yang paling mudah bagi pengguna dalam melakukan belanja online, tujuan dari penelitian ini adalah untuk menentukan faktor-faktor yang mempengaruhi konsumen untuk berbelanja secara online, saat berbelanja di internet memiliki banyak ketidakpastian karena pembeli dan penjual tidak memiliki interaksi fisik atau keterlibatan. Terdapat risiko yang mungkin, yang dapat mempengaruhi kepercayaan dalam platform belanja online.<br>

<b>ABSTRACT</b><br> This research titled "Interpersonal Trust among Consumers In Purchasing Through

Online Shopping in Indonesia" discuss about how respondents act and build trust upon purchasing in online environment. As now technology improving and provides the easiest way for users in doing online shopping. The purpose of this study is to determine what factors influence consumers to shop online, while shopping on the internet has a lot of uncertainties since buyer and seller have no physical interaction or engagement. There is a possible risk, which may affect trust within the online shopping platform. A questionnaire will be used in Indonesia with two hundred samples and will be spread out via email and online to the respondents.;This research titled "Interpersonal Trust among Consumers In Purchasing Through

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