

Pengaruh natural propensity to trust, perception of website quality, other's trust of buyer/seller third party recognition terhadap kepercayaan konsumen pada consumer-to-consumer electronic commerce =
Influence of natural propensity to trust, perception of website quality, other's trust of buyer/seller third party recognition towards consumer's trust in consumer-to-consumer electronic commerce

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Abstrak

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari natural propensity to trust (NPT), perception of website quality (PWSQ), other's trust of buyer/seller (OTBS), dan third party recognition (TPR), terhadap kepercayaan konsumen pada consumer-to-consumer electronic commerce (C2C e-commerce). Penelitian ini juga bertujuan untuk menganalisis peran gender terhadap kepercayaan pada C2C e-commerce. Hasil analisis menggunakan teknik analisis Structural Equation Modeling (SEM) dengan IBM SPSS AMOS 22 menghasilkan adanya pengaruh signifikan antara other's trust of buyer/seller terhadap kepercayaan konsumen. Selain itu, gender juga ditemukan memoderasi pengaruh natural propensity to trust dan third party recognition terhadap kepercayaan pada C2C e-commerce.

ABSTRACT

The purpose of this study is to investigate the influence of natural propensity to trust (NPT), perception of website quality (PWSQ), other's trust of buyer/seller (OTBS), and third party recognition (TPR) towards consumer's trust in consumer-to-consumer electronic commerce (C2C e-commerce). This study also investigated the role of gender towards trust in C2C e-commerce. The analysis applied Structural Equation Modeling (SEM) technique with IBM SPSS AMOS 22 found other's trust of buyer/seller significantly influence consumer's trust. Also, this study found gender significantly moderates the influence of natural propensity to trust and third party recognition towards trust in C2C e-commerce.