

**Pengaruh dari Berbagai Karakteristik E-Commerce (Bukalapak.com)
Terhadap Kepercayaan dan Performa Kepercayaan Konsumen di
Kota Semarang**

MUHAMAD ZAMAH SYARIFATHUL AZIZ

(Pembimbing : Dr. Agus Prayitno,)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201202729@mhs.dinus.ac.id

ABSTRAK

Peneliti berusaha meneliti berbagai aspek yang mempengaruhi kepercayaan pada sebuah perusahaan e-commerce seperti reputasi, ukuran perusahaan, kualitas informasi, keamanan transaksi, komunikasi, economic feasibility, dan WOM terhadap kemungkinan dampak yang terjadi pada kepercayaan konsumen, purchase intention atau niat beli, serta WOM intention atau minat konsumen melakukan WOM.

Pada penelitian ini peneliti mencoba untuk meneliti salah satu perusahaan e-commerce di Indonesia, yaitu bukalapak.com dengan responden yang merupakan pengguna situs bukalapak.com yang berada di Kota Semarang. Hasil dari penelitian ini menunjukkan bahwa economic feasibility dan keamanan transaksi berpengaruh positif terhadap kepercayaan. Dan variabel kepercayaan berpengaruh terhadap purchase intention dan wom intention.

Kata Kunci : economic feasibility, e-commerce, keamanan transaksi, kepercayaan, komunikasi, kualitas informasi, purchase intention, reputasi, ukuran, WOM, WOM intention

**Effects of Various Characteristics of E-Commerce (Bukalapak.com)
on Trust and Trust Performance in Semarang City**

MUHAMAD ZAMAH SYARIFATHUL AZIZ

(Lecturer : Dr. Agus Prayitno,)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201202729@mhs.dinus.ac.id

ABSTRACT

Researchers has to research of the various aspects that has effect on trust in e-commerce companies such as reputation, size, information quality, transactions security, communications, economic feasibility, and WOM toward possible effect that occurred in trust, purchasing intention and WOM intention.

In this study, researchers tried to examine one of the e-commerce company's in Indonesia, that is bukalapak.com, with respondents who are consumer of bukalapak.com in Semarang city. The results of this study indicate that economic feasibility and transactions security has positive effect on trust. And trust variable has effect on purchasing intention and wom intention.

Keyword : economic feasibility, e-commerce, transaction security, trust, communication, information quality, purchase intention, reputation, size, WOM, WOM intention