

ABSTRAK

Penelitian ini bertujuan untuk menemukan bukti mengenai adanya pengaruh struktur jaminan, persepsi reputasi, dan desain website terhadap kepercayaan pengguna internet di sistem *e-commerce*. Sampel yang digunakan dalam penelitian ini adalah pengguna internet di D.I.Y yang pernah bertransaksi di *e-commerce* dengan menggunakan metode *purposive sampling*. Sampel yang digunakan sebanyak 68, sampel diperoleh dengan menyebarkan secara langsung dan melalui google form secara langsung kepada responden. Hasil dari penelitian ini menunjukkan bahwa struktur jaminan dan desain website berpengaruh signifikan terhadap kepercayaan, sedangkan persepsi reputasi tidak berpengaruh signifikan terhadap kepercayaan pengguna internet di sistem *e-commerce*. Hal ini berarti persepsi reputasi dirasa belum mampu mendorong kepercayaan pengguna internet di sistem *e-commerce*.

Kata kunci : struktur jaminan, persepsi reputasi, desain website, kepercayaan *e-commerce*

ABSTRACT

The purpose of this research was to determine the effect of structural assurance, perceived reputation, and design website toward trust of internet users' in e-commerce systems. The sample used in this research is internet users' at D.I.Y who have trade in e-commerce systems using purposive sampling method. The sample used was 68 people, the sample was obtained by distributing data directly and through Google Form directly to the respondent. The result of this research indicate that structural assurance and design website have significant effect on trust, while perceived reputation has no significant effect on trust of internet users' in e-commerce systems. This means perceived reputation has not been able to encourage internet users' trust in e-commerce systems.

Keywords : Structural assurance, Perceived reputation, Design website, Trust E-commerce