

PENGARUH *STRUCTURAL ASSURANCE* DAN *PERCEIVED REPUTATION* TERHADAP KEPERCAYAAN DAN DAMPAKNYA PADA KEPUASAN PENGGUNA INTERNET DI SISTEM *E-COMMERCE*

(Survei Pada Pengguna E-Commerce Di Indonesia)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *structural assurance* terhadap kepercayaan, pengaruh *perceived reputation* terhadap kepercayaan dan kepercayaan terhadap kepuasan pengguna *e-commerce*, penelitian ini dilakukan kepada pengguna *e-commerce* di Indonesia. Teknik penentuan sampel menggunakan teknik *convenience sampling* dengan jumlah responden sebanyak 100 orang. Jenis data yang digunakan adalah data primer. Metode pengumpulan data dilakukan dengan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda dengan menggunakan program SPSS Versi 21.

Hasil Penelitian ini menunjukkan bahwa 1) *structural Assurance* berpengaruh signifikan terhadap kepercayaan, 2) *perceived reputation* tidak berpengaruh signifikan terhadap kepercayaan, 3) Kepercayaan berpengaruh signifikan terhadap kepuasan pengguna sistem *e-commerce*.

Kata kunci: *Structural Assurance*, *Perceived Reputation*, Kepercayaan, Kepuasan.

***THE EFFECT OF STRUCTURAL ASSURANCE AND PERCEIVED
REPUTATION ON TRUST AND THE EFFECT ON USER SATISFACTION
IN THE INTERNET OF E-COMMERCE SYSTEM***

(Survey On E-Commerce Users In Indonesia)

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ABSTRACT

This study aims to determine the effect of structural assurance of trust, influence perceived reputation of trust and confidence in e-commerce user satisfaction, this research was conducted to users of e-commerce in Indonesia. Sampling technique using a convenience sampling technique with a number of respondents as many as 100 people. The data used are primary data. Methods of data collection was done by questionnaire. Data were analyzed using multiple linear regression analysis using SPSS version 21.

The results of this study show that 1) structural Assurance significant effect on confidence, 2) perceived reputation no significant effect on trust, 3) Trust significant effect on user satisfaction e-commerce system.

Keywords: structural assurance, perceived reputation, e-commerce, trust, Satisfaction.