

ABSTRACT

This research aims at analysis of trust of consumer to shop at e-commerce D'kantin Telkom Univesity. Along with rapid technological developments, people can easily access and get any information through the gadgets it has, not to mention the business world. Internet users are increasing every year, it is also used as a field for business people to open a business by use technology as a tool to sell traded services or goods sold. With the advent of e-commerce today, it has many advantages for consumers.

D'Kantin is the first e-commerce company in Telkom University that uses the concept of purchasing food through the website with a background to facilitate students in ordering food.

This study uses structural methodological analysis of Stuctural Equation Model (SEM), by testing the relationship between variables of ability, integrity, benevolence with trust, and relationship between variables ability, integrity, benevolence with custumer behavior. This study uses respondents as many as 110 respondents who are customers who already had transaction in D'Kantin. The results obtained from this research is that customer trust is very influential and significant to consumer behavior in shopping. To increase customer trust, D'Kantin must increase integrity which is the most significant variable and affect the trust.

Keywords : Trust, e-commerce, Stuctural Equation Model (SEM),