

## Pengaruh karakteristik social commerce ( S-commerce) terhadap consumers trust dan trust performance pada media sosial = Effects characteristics of social commerce (S-commerce) on consumers trust and trust performance in social media

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Abstrak

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Penelitian ini bertujuan untuk membuktikan pengaruh positif dan signifikan dari variabel karakteristik social commerce (s-commerce) yang terdiri dari reputation, size, information quality, transaction safety, communication, economic feasibility dan word of mouth referral terhadap trust, serta variabel trust terhadap trust performance yakni purchase intention dan word of mouth intention pada media sosial. Penelitian ini menggunakan desain penelitian eksploratif dan deskriptif yang dilakukan satu kali dalam satu periode. Responden penelitian ini diambil dengan metode survey dengan alat bantu kuesioner terhadap social media user dengan aktivitas online shop. Model penelitian dengan sembilan hipotesis diuji menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa reputation, economic feasibility dan transaction safety berpengaruh signifikan dan positif terhadap trust pada media sosial. size, communication dan information quality tidak memiliki pengaruh terhadap trust pada media sosial serta trust berpengaruh signifikan dan positif terhadap purchase intention dan word of mouth intention.

**ABSTRACT**

The purpose of this study is to prove the impact and relation from characteristics of social commerce (s-commerce) which is consist of reputation, size, information quality, transaction safety, communication, economic feasibility and word of mouth referral toward trust, and also trust toward trust performance which is consist of purchase intention and word of mouth intention in social media environment. This research uses exploratory and descriptive design research conducted in one time period (cross sectional design). Respondents collected by survey with questionnaire tools who have account of social media. The nine-hypotheses research model in this research model study are tested with Structural Equation Modeling (SEM). The study states that the reputation, economic feasibility and transaction safety significant and positive impact on trust in social media. Size, communication and information quality have no effect on trust in social media, and then trust have a positive significant effect on purchase intention and word of mouth intention.