

C2C E-COMMERCE TRUST LEVEL MEASUREMENT AND ANALYSIS IN INDONESIA

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT**C2C E-COMMERCE TRUST LEVEL MEASUREMENT AND ANALYSIS IN
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The purpose of this study is to find the level of trust of Indonesian consumers towards C2C E-Commerce system in Indonesia. There are four antecedents of consumer trust that is going to be measured and analyzed to find the Indonesian C2C E-Commerce trust level of Indonesian consumers. This study used the previous study that has been conducted about B2C E-Commerce system in Indonesia and also the similar study that has been conducted in United States of America. Gathering the data using online questionnaire and verify the data by interview some respondents, Structural Equation Modeling, Confirmatory Factor Analysis, and Squared Multiple Correlations were conducted in this study. Results from this study shows that the trust level of Indonesian consumers towards C2C E-Commerce system in Indonesia only 10.7%. Surprisingly, the users of C2C E-Commerce system are high, but the trust level is low, this is because of the third party recognition and some sellers do not provide a payment method that the buyers want and also there is no function that shows the reputation score of sellers.

Keywords: C2C E-Commerce, trust, measurement, analysis, Indonesia



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DEDICATION

I dedicate this thesis to my super parents, my brother, my sister, and all of my friends.



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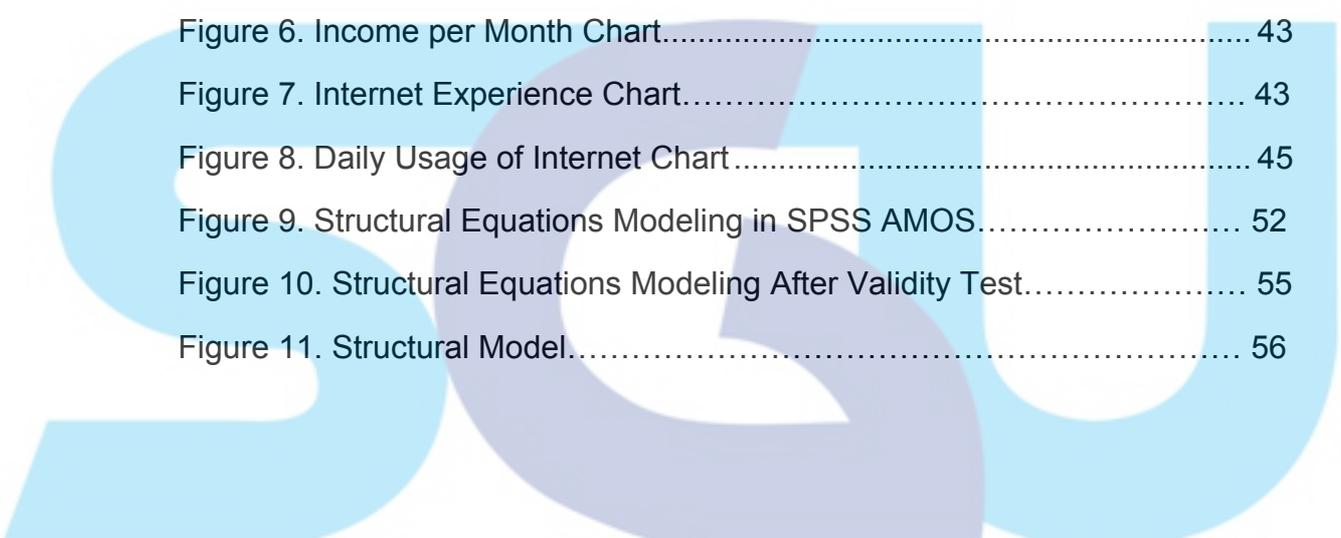
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