

**THE ROLE OF TRUST, FAMILIARITY, SOCIAL PRESENCE TO
PURCHASE INTENTIONS IN E-COMMERCE MARKETPLACE,
STUDY CASE ON: TOKOPEDIA**

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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

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Muhammad Irfan Syaebani, SE, MM, M.Hum. Advisor

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In this era, people try to find the most efficient way to do anything. This cause globalization on the world makes people change the way they purchase from offline store to online store. One of innovations that have changed the world is e-commerce. E-commerce marketplace has a great impact to the society to help growing small medium enterprise and the business larger by providing place to exchange transaction and change the offline shopping become easy online shopping. A lot advantages that can gain from e-commerce, such as fast, efficient and simple without waste a lot of time.

Since people in Indonesia are getting more comfortable without face-to-face interactions, this research examines the factors trust, familiarity, information seeking, social presence that effect intentions customer to purchase to an Indonesian Startup E-commerce Company: Tokopedia.com to see what is the factors that effect purchase intention in e-commerce. This research will also help any other e-commerce beside Tokopedia to acknowledge their problem or lack function of their platform. This research also may be standardization of e-commerce in order to increase customer intention to purchase.

Keywords: E-commerce marketplace, Trust, Familiarity, Information Seeking, Social Presence, and Purchase Intention.



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DEDICATION

I dedicate this works for my beloved family

&

I dedicate this works for the future of the country I loved: Indonesia



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