

ABSTRACT

CUSTOMER TRUST ANALYSIS AGAINST PURCHASE INTENTION USING THEORY OF PLANNED BEHAVIOR

E-Commerce growth that starting to get rapid in Indonesia is one of the reason this research is conducted. From that case emerge question, what is that motivates or influence user to have an intention to shopping online. To find out the reason Theory of Planned Behavior as the method in this research. Used variable in this research are Attitude toward the behavior, Social norm, Percieved Behavioral Control that seen an effect to Online trust. Likewise also seeing an effect on percieved behavior control and online trust to online purhcase intention. This research has a goal to find out are there any relations from the mentioned variable to Palembang consumer. Sample that being used are 100 respondents that make up from Internet user in Palembang City. Multiple Linear Regression is used as technique to analyze the data. Parsially percieved behavioral control affect online trust and perceived behavioral control and online trust affect online purchase intention. After Simultanly testing is done, all of variable is found having an inffluence to Online trust and Online Purchase Intention.

Keywords: Attitude toward the behavior, Social norm, Percieved Behavioral Control, Theory of Planned Behavior, Online trust