

ABSTRACT

Effect of Seller Reputation and Trust in Online Purchase Of Sale Forum Kaskus (Survey on Members Forum Kaskus Regional Palembang) (Under the guidance of Mr Dr . Candra Astra Terenggana, SE., MM)

This study discusses and examines the influence of the seller's reputation and confidence in online purchasing decisions on buying and selling forum Kaskus Kaskus Survey on members of the Forum Regional Palembang. This research uses a field study methods. The population in this study were all members of the forum Kaskus. Samples determined using census method. Research samples obtained as many as 119 people are members of the forum Kaskus based Regional Palembang. Researcher uses tools such as questionnaires in the process of deployment and data collection. After all the data is processed feasible, researchers used SPSS version 18 for processing the data. Testing begins with the validity and reliability of classical assumption test. Hypothesis testing is processed by using multiple linear regression. From the results of testing the hypothesis with a significance level of 5% can be concluded that the first hypothesis is accepted that the reputation of the seller influence on purchasing decisions with sig. of 0.008 and the second hypothesis is also accepted that belief influence on purchase decisions with sig. of 0.000.

Keywords : Reputable sellers, trust, and purchase decision