

ABSTRACT

The development of internet as the new media (the second media age) marks the new period where interactive technologies and network communication especially cyberspace/virtual reality will affects and changes the society. This would be a new source of opportunities in business sector to start e-commerce. In Indonesia, there are already so many online shops that competing to attracts the potential buyers interest. The purchase intention of an online store could come from various factors and one of them is the layout of the store's website that has the function as the medium between the consumer/ and the seller of the online shop and also the layout of the store's website can affects (can stimulates people's trust in the online shop/the image of the shop became more trustworthy) and to raise consumer's purchase intention of the online shop.

The purpose of this research is to identify the impact of website quality (website's qualities) and trustworthiness on /consumer's purchase intention of the (an) online shop. The variable used is website quality 4.0 which is usability, information quality, and service quality, trustworthiness, and purchase's intention. The population is Indonesian citizens who had visited and did transaction on Lazada Indonesia's website. The number of the correspondents on/in this research was/is 385 correspondents.

The result of the research shows the effect of website quality (X) to trustworthiness/ (Y) is 0.297 or 29.7% affected/effecting significantly, the effect of website quality to Purchase intention (Z) is 0.350 or 35% affected/effecting significantly, and the effect of trustworthiness/credibility (Y) to purchase intention is 0.545 or 54.5% affected/effecting significantly. Simultaneously the quality of website/ website quality/website's quality and trustworthiness/credibility effecting significantly with the F_{count} is higher than the $F_{table}(203,112 > 3,019)$ and significant number is $0,000 < 0,05$.

key word: e-commerce, website quality, trust, purchase intention

