

ABSTRACT

In this very rapid and increasingly modern era, it is currently pushing various kinds of system changes, both directly and indirectly, such as the trading system, transaction methods and marketing systems. This makes it easier for people to find information easily making it easier for people to find sources of information such as in e-commerce information sources, social media, the web, and others. information technology with a rivew about that information which can make it easier to get the appropriate information. One of them is in the field of marketplace to distribute products through electronic systems such as the internet. Marketplace development is influenced by various factors, namely in customer trust and buying interest. One way for companies to grow to help customers is to create or develop recommendation features. The recommendation feature is a feature that can make it easier for customers to determine the product they want by giving suggestions or product recommendations to customers. Besides that, in this study, transparency also helps stakeholders in this matter, one of which is the customer who uses the Shopee application. They will be helped by the openness and ease of obtaining information as well as providing a sense of fairness and security for them in making transactions. The Shopee e-commerce platform plans to launch a recommendation system to increase trust and interest in buying Shopee.

The refore this research focuses on the quality of recommendations, transparency, and the marketplace at Shopee. This research is descriptive with a quantitative analysis model. Research data collection was carried out by distributing online questionnaires to a sample of 400 users. The measurement scale used in this study uses a Likert Scale. Data processing uses the Smart-PLS program with descriptive analysis techniques, inner models, and outer models. The results of this study show that all variables on trust and Purchase Intention have positive results. This explains that marketplaces, recommendations, and transparency can affect user trust and purchase intention so that it can be said that these results can affect the quality of user trust in deciding interest in buying a product in the Shopee application.

Keywords: Recommendation, Transparency, Marketplace, Shopee, PLS-SEM