

ABSTRACT

Penetration of Indonesian internet users reached 132.7 million people in 2016. In the development of the internet, business ideas that appear in the implementation of using the internet as a means of buying and selling goods and / or commerce via the Internet that has another term that is electronic commerce, In practice is to facilitate the sale and purchase of goods or services between sellers and buyers without having to meet face to face directly. Trade through e-commerce is indeed a lot of convenience but does not mean to avoid crime and fraud from other parties, many potential crimes that can be done by a person like fraud, carding, transfer of illegal funds from certain accounts and ect. This research area was conducted in DKI Jakarta because besides as the capital of the country of Indonesia, DKI Jakarta is also listed as the city with the most internet users in Indonesia in 2013.

The objective of this research was to measure against e-commerce users in Jakarta, with research variables is reputation, transaction safety, and communication as an antecedent of trust to trust, and variable of trust to purchase intention. Besides that also done direct measurement from antecedent of trust to purchase intention without going through the trust variable first.

Method of collecting data is doing the distribution of questionnaires using googleform to 200 respondents in Jakarta with questionnaire amounted to 21 questions from each variable. After that tested the validity and reliability to the indicator and variable and all of the indicator and variable is valid and reliable. Data were analyzed by using Lisrel 8.80.

The result showed that reputation and communication has a positive and significant influence on trust, while transaction security does not have a positive and significant effect on trust. Direct influence of reputation, transaction safety, and communication is none of which has a significant effect on purchasing intentions. While, trust has a positive and significant effect on purchase intention.

The research suggested to e-commerce companies should further enhance the reputation and two-way communication between a company and customer, and increased trust of e-commerce users.

Keywords: *e-commerce, antecedents of trust, purchase intention.*