

ABSTRACT

The development of technology and information has reached a significant stage so that it can dominate almost all business sectors. One of the most sophisticated business sectors in both the world and Indonesia is the E-Commerce sector that focuses on the Business - to - Consumer (B2C) model. However, the increase in internet users in Indonesia is not directly proportional to the increasing number of online transactions in Indonesia. The data also shows that consumer confidence is still a problem for e-commerce in Indonesia. In previous research that there is influence usability interface to consumer trust. There are 5 usability interface variables that serve as indicator in this research are: ease of navigation, perception, consistency, learnability, and user guidance.

There are 5 B2C e-commerce used as object in this research are: Lazada, Blibli, Mataharimall, Bhinneka, and Zalora. The purpose of this study to determine the effect of usability interface on consumer confidence and indicators used on B2C e-commerce website in Indonesia.

This study is a quantitative study involving 400 respondents as a sample. The way of data collection is done by distributing questionnaires using five Likert scale points. Statistical analysis technique that is done is descriptive analysis and multiple linear regression analysis for hypothesis testing by using SPSS 20.0 as data processing.

The result can be seen that simultaneously variable usability of positive interface significantly influence to consumer trust. Partially, the five variables on the usability interface also significantly influence consumer confidence. This research get the coefficient of determination equal to 0,272. This shows that the influence of variable Usability Interface (X) on Consumer Confidence (Y) variable in regression model of 27%. While the rest of 78%% explained by other variables that are not used in this study.

So it can be concluded that companies should pay more attention to the usability interface on the website through sub variable of ease of navigation, perception, consistency, learnability, and user guidance to increase consumer confidence on the website.

Keywords: *usability interface, consumer trust, e-commerce*