

ABSTRACT

Telkom as the largest telecommunication company in Indonesia, began to expand its business to the e-commerce sector as an e-commerce service provider. Since mid-2012, Telkom has established PT Metraplaza which is a joint venture between Telkom Indonesia and eBay Inc. as operator of blanja.com. In 2016, blanja.com managed to record a total transaction approximately US \$ 100 million (kontan.co.id, 2017). This value was only 0.4% of the total Indonesia's e-commerce transactions in the same year. Therefore, this research tries to examine the factors that influence consumer perception to do online shopping at blanja.com.

This study used a research model proposed by Dias (2012) which was a combination of Structural Equation Modeling developed by Rong Li et al. (2007) and Kwek Choon Ling et al. (2011). This research model uses 4 independent variables, e-commerce knowledge, perceived reputation, perceived risk and perceived technology. This research also uses 2 dependent variable, online trust and online purchase intention.

From the analysis using SmartPLS 3.2.6 software, it is concluded that the effect of perceived reputation toward online trust on marketplace blanja.com was not significant and can be ignored. While the influence of other independent variables toward it's dependent variable shows a significant relationship.

Keywords : *E-commerce Knowledge; Perceived Risk; Perceived Technology; Online Trust; Online Purchase Intention, SmartPLS*