

## **ABSTRACT**

*Culture is the result of human thought and work. Making culture different from others will be different, this makes culture unique. one of the basic components in culture that can be seen is technology, technology make easyof people to carry out activities, for example purchasing through e-commerce using mobile phones. This research is to find out how the culture and belief in Tokopedia after the conflict (Fraud), because according to the survey people will not use e-commerce if they know something bad happened..*

*Through this research, a study will be conducted on the influence of culture on trustworthiness, the cultural dimension with its variables namely collectivism, avoidance of uncertainty, distance, long-term orientation and masculinity. The Dimensions of Trust with Variables are Disposition to Trust, Ability, Integrity, Benevolence.*

*The method used is a quantitative method and distributed online using a google form in the City of West Java, because West Java is the province that uses e-commerce the most. From the questionnaire distributed 438 responses were obtained, and data processing using Lisrel 8.80.*

*Based on the results of processing data, it can be seen that the culture of trusting individuals in using e-commerce. The variables of collectivism, avoidance of uncertainty, distance of strength, long-term orientation and masculinity positively influence the disposition of trust, and disposition of trust positively influences ability, integrity, virtue.*

*Based on research results, individuals still believe in Tokopedia e-commerce after the Flash Sales Fraud. This can happen because Tokopedia has stopped employees who commit fraud, and Flash sale is not the only origin of individuals who still use Tokopedia.*

*Keywords: Culture, Trust, Trust Disposition, e-commerce*