

ABSTRACT

OLX.co.id, previously tokobagus.com, is the largest online classified site in Indonesia. OLX.co.id provides an easy, fast, and free media for sellers to advertise and at the same time for buyers to find a variety of used products and new items for their daily needs. Researchers conducted research on the dimensions of Power distance, colecticism, Masculinity, Uncertainty Avoidance, and Long-term Orientation as part of national culture. Then the authors choose to trust the y factor because online transactions are one of the applications of information technology advancement, which is currently very intense.

The research method used in this research is quantitative method. The author also chooses the characteristics of the study using the type of causality method. The unit of analysis in this research is to use individuals, namely determining the sample by distributing questionnaires to OLX customers who have made buying and selling transactions on OLX. This study uses a questionnaire as a data collection instrument.

Based on the results of data processing and hypothesis testing, the dimension of national culture "Collectivism" has a significant and positive effect on Disposition to Trust, the dimension of national culture "Uncertainty Avoidance" has a significant and negative effect on Disposition to Trust, the dimension of national culture "Long-term Orientation" has a significant effect. and positive for Disposition to Trust, the dimension of national culture "Power distance" has a significant and positive effect on Disposition to Trust, the dimension of national culture "Masculinity" has a significant and negative effect on Disposition to Trust, Disposition to Trust has a positive and significant effect on Ability, Disposition to Trust has a positive and significant effect on Integrity, and Disposition to Trust has a positive and significant effect on Benevolence.

Keywords: National Culture, Power distance, colectivism, Masculinity, Uncertainty Avoidance, and Long-term Orientation, Trust, Online Transaction Applications