

ABSTRACT

Recent developments have brought many changes. One of them is the type of spending, now the spending system is also required to keep up with the times. So that the current spending system is shifted to the form of a marketplace that can facilitate the wider community. In a marketplace-based company, the satisfaction and trust of marketplace users can be seen from the long-term behavior of these users. To increase the satisfaction value, the marketplace has developed a product recommendation feature. However, in using the marketplace, users find it difficult to decide which product to buy. So this marketplace-based company tries to solve the problems experienced by its users by hiring recommendation agents to make product recommendations according to user preferences.

We often encounter user satisfaction and distrust of the marketplace. This study aims to determine whether the quality of recommendations, transparency, and marketplace quality can increase the trust of Tokopedia marketplace users and to find out whether user trust can affect users' purchase intentions.

This research is descriptive with quantitative analysis model. Research data collection was carried out by distributing online questionnaires to a sample of 150 users. The measurement scale used in this study uses a Likert Scale. Data processing using Smart-PLS program with descriptive analysis techniques, inner model, outer model, and second order model.

The results of this study indicate that the relationship between Tokopedia customers' trust in recommendation agents is not positively influenced by the quality of the marketplace. In research, the quality of recommendations affects trust in recommendation agents in increasing the purchase intention of users.

The results of this study are expected to provide useful information for the Tokopedia company in developing customer trust in recommendation agents by paying attention to the quality of the recommendations given to increase the purchase intention of its users.

Keyword : Agent Recommendation, Marketplace, PLS-SEM, Trust