

ABSTRACT

Nyetakin online printing is one of the student startups at Telkom University Bandung which focuses on design and digital printing services that predominantly serve the student market. After being established two years ago, it is necessary to understand the influence of quality factors, Word-of-Mouth communication, and consumer satisfaction in shaping consumer trust and to estimate consumer confidence models in Nyetakin online printing. Quantitative research using Structural Equation Modeling (SEM) with Partial Least Square (PLS) type on 141 Nyetakin consumers who meet the requirements in this study. Based on the results of the analysis showed that the service quality variable, word-of-mouth communication variable, and customer satisfaction variable had a positive effect on the consumer trust variable in Nyetakin with a large effect of up to 72.8%. More detailed information in this research shows that online digital printing businesses in terms of customer trust can be approached with complete customer satisfaction, adjusting to customer expectations, and also the experience while interacting with Nyetakin.