

ABSTRACT

Technological developments in this modern era continue to develop and innovate over time. The existence of technology really helps work and makes it easier for humans to communicate or find various information. In terms of shopping, the emergence of e-commerce in Indonesia is currently very beneficial for humans. E-commerce competition is also getting tighter and tighter, each company is trying to be able to meet the needs and desires of consumers so that they can be interested and shop at their place. Tokopedia, one of the local marketplaces that presents shopping sites through mobile applications, is trying to improve its services. The rating for the use of the Tokopedia application itself is in fourth place on the Google Playstore. Then, there are some users who complain about the services, features, claims on the application. Thus, this study was conducted with the aim of analyzing the effect of the dimensions of e-servicescape and online customer review on e-trust and their impact on the usage intention of users of the Tokopedia application.

This study uses a population of users and has made transactions on the Tokopedia application, and is domiciled in West Java. The sampling technique used in this research is purposive sampling, with the number of samples used is 166 respondents. Data were obtained by distributing research questionnaires online using google form. Data analysis was carried out on the Structural Equation Model (SEM) program using the Analysis of Moment Structure (AMOS) program 24 version.

The test results of the 5 hypotheses of this study indicate that all hypotheses are accepted. Namely aesthetic appeal, layout and functionality, financial security, and online customer reviews have a positive and significant effect on e-trust, then e-trust also has a positive and significant effect on purchase intention. This study also finds that the online customer review variable has the highest influence on e-trust.

Keyword : Aesthetic Appeal, Layout and Functionality, Online Customer Review, E-Trust, Purchase Intention