ABSTRACT

The purpose of this research is to test the influences of e banking trust on online product easily to increase online transaction intention mediating system reputation. Using these variables, the usage of these variables are able to solve the arising problem within BNI Rembang. Statement problem of this research is how to increase online transaction intention?

The samples size of this research is 100 customers BNI Rembang. Using the Structural Equation Modeling (SEM). The results show that e banking trust on online product easily to increase online transaction intention mediating system reputation.

The effect of e banking trust on online product easily are significant; the effect of e banking trust on system reputation are significant; the effect of online product easily on system reputation are significant; and the effect of online product easily on online transaction intention are significant. Management should to increase e banking trust; on online product easily; and system reputation

Keywords: e banking trust; on online product easily; online transaction intention; and system reputation.

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