

THE IMPORTANCE OF SECURITY AND CONSUMER TRUST ASPECTS IN ESTABLISHING CUSTOMER SATISFACTION IN TRANSACTIONS THROUGH E-COMMERCE

Mira Permata Sari *¹

STIAMI-Institute of Social Sciences and Management
Jakarta-Indonesia
mirapermata83@gmail.com

Rahadi Pratomo Singgih

STIAMI – Institute of Social Sciences and Management
Jakarta-Indonesia
rahadipratomo@gmail.com

Abstract

This research is also aimed at answering the question of how consumer trust and security drive consumer satisfaction on E-Commerce and what efforts are being made to increase consumer security and trust in shopping online. This is qualitative research with a case study approach. Data collection was carried out by in-depth interviews. The interview technique in this research was carried out using a semi-structured method. In this research, researchers interviewed informants, namely consumers of Shopee, Tokopedia, and Lazada since they are the top three e-marketplace in Indonesia with the most visitors. Thus, source triangulation is applied in this research, namely by exploring data and information from consumers of different e-marketplaces. The result of this research shows that security and trust with indicators of benevolence, abilities, integrity, and willingness to depend is needed in establishing a customer satisfaction relationship between e-commerce and consumers, and especially in making transactions through e-commerce.

Keywords: Security, Consumer Trust, Customer Satisfaction, E-Commerce

INTRODUCTION

The development of increasingly modern times has encouraged science and technology to progress very rapidly. Both are present in society as tools that provide benefits and convenience in everyday life, the internet is one of them. Purwanto (2006) explains that the Internet as a global communications network has various facilities that can be used for various purposes, both for business and non-business purposes.

Electronic commerce or e-commerce is now a business platform that has very good opportunities for running business for business people in the online trading industry. Indonesia is the country with the highest level of e-commerce adoption in 2019. E-commerce users are 90 percent of users aged 19-45 years who apply e-commerce as a medium for online transactions, both purchasing products and services (Abdelsalam,

¹ Correspondence author