

ABSTRAK

**KETERBENTUKAN KEPERCAYAAN PELANGGAN TIKTOK SHOP
MELALUI KUALITAS HUBUNGAN, REPUTASI, DAN KEAMANAN S-
COMMERCE**

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2023

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan kualitas hubungan, reputasi dan keamanan terhadap kepercayaan pelanggan, (2) pengaruh secara parsial kualitas hubungan terhadap kepercayaan pelanggan, (3) pengaruh secara parsial reputasi terhadap kepercayaan pelanggan, (4) pengaruh secara parsial keamanan terhadap kepercayaan pelanggan. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner tentang kualitas hubungan, reputasi, keamanan, dan kepercayaan pelanggan kepada 96 responden. Teknik analisis data menggunakan analisis regresi linear berganda dengan SPSS 23. Hasil penelitian menunjukkan bahwa: (1) kualitas hubungan, reputasi, dan keamanan secara simultan berpengaruh terhadap kepercayaan pelanggan, (2) kualitas hubungan berpengaruh secara parsial terhadap kepercayaan pelanggan, (3) reputasi berpengaruh secara parsial terhadap kepercayaan pelanggan, (4) keamanan berpengaruh secara parsial terhadap kepercayaan pelanggan

Kata kunci: Kualitas Hubungan, Reputasi, Keamanan, Kepercayaan Pelanggan

ABSTRACT

**ESTABLISHING TIKTOK SHOP CUSTOMER TRUST THROUGH
RELATIONSHIP QUALITY, REPUTATION, AND S-COMMERCE
SECURITY**

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This study aims to determine: (1) the simultaneous effect of relationship quality, reputation and security on customer trust, (2) the partial effect of relationship quality on customer trust, (3) the partial effect of reputation on customer trust, (4) the partial effect partial security on customer trust. The sampling technique used was purposive sampling. Data was obtained by distributing questionnaires about relationship quality, reputation, security and customer trust to 96 respondents. The data analysis technique used multiple linear regression analysis with SPSS 23. The results showed that: (1) relationship quality, reputation, and security simultaneously affect customer trust, (2) relationship quality partially affect customer trust, (3) reputation has a partial effect on customer trust, (4) security has a partial effect on customer trust

Keywords: Relationship Quality, Reputation, Security, Customer Trust

