



TRUST IN INTERMEDIARY, INSTITUTIONS-BASED  
TRUST, PERCEIVED RISK & TRANSACTION  
INTENTION IN CONSUMER TO CONSUMER  
(C2C) E-MARKETPLACE

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**ABSTRACT**

The purpose of this study is to determine the Trust in Intermediary, Institution-Based Trust, Perceived Risk and Transaction Intention in Consumer to Consumer (C2C) E-Marketplace. This study explored on how the Transaction Intention affected by TII, IBT, and PR in the theoretical framework. A total of 100 completed questionnaires were collected from 150 sample size of target respondents whom experienced the transaction in the E-Marketplace at Kota Kinabalu city. The online questionnaires were analyzed using the Statistical Analysis Software (SPSS). The data of the study was analyzed to obtain the Frequency, Reliability Analysis, Descriptive Statistics, Pearson correlation Analysis, and Multiple Regression Analysis. The finding showed that the lowest Cronbach's Alpha is 0.772 (TII) and the highest is 0.859 (IBT) which is considered as good indicator. The conclusion were based on the finding of TII, IBT, PR and TI in Consumer to Consumer (C2C) E-Marketplace. Lastly, some recommendations were proposed to support the transaction intention (DV) for further research.