



**FACTORS INFLUENCING CUSTOMER TRUST IN ONLINE SHOPPING**

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## **ABSTRACT**

This research explores the factors that contribute to customer trust in internet shopping. A survey of customer trust in two different social media medium which are Facebook and Instagram was conducted to determine the impact and influence of underpinnings of the relationship between trustworthiness of internet merchants, trustworthiness of internet shopping medium, and contextual factors towards customer trust in internet shopping. A total of 100 sets of questionnaires were distributed and 91 sets of questionnaire were returned. The finding shows that three variable trustworthiness of internet merchants, trustworthiness of internet shopping medium, and contextual factors were important in determining and influence customer trust. Therefore, internet merchants on social media need to consider these factors and provide the best way to improve customer trust in internet shopping.

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