



FACTORS INFLUENCING ONLINE BRAND TRUST IN MALAYSIA

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ABSTRACT

The purpose of this research is to study what is the most influencing factor that will lead to online brand trust in Malaysia. The six factors that were study as independent variable that lead to online brand trust are word of mouth, brand reputation, perceived risk, good online experience, security and quality of information. This study focus on Sapura Energy's employees and the sample size was 278. Then questionnaire was used as method to collect all the data from the respondents to complete this research. The data was collected by using convenience sampling. This study was conducted to investigate is there any significant relationship between independent variables (word of mouth, brand reputation, perceived risk, good online experience, security and quality of information) and dependent variable online brand trust, and to identify what is the most significant predictor variable on online brand trust in Malaysia. There is significant relationship between word of mouth, brand reputation, perceived risk, good online experience, security and quality of information with online brand trust. The most significant predictor variable on online brand trust in Malaysia was brand reputation influence at 0.795 (79.5%). Therefore, researcher successfully answered all the objectives in the study.