

UNIVERSITI TEKNOLOGI MARA

**DETERMINATION OF CONSUMERS' TRUST
ELEMENT IN E-COMMERCE SYSTEM**

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ABSTRACT

With technology growth rapidly, nowadays, it is easy to buy any products online. It's including clothing, accessories, food, electronics' products and furniture. Electronic commerce was developed to make people in the world feeling very happy and easier to get their favourite stuff anywhere, anytime. But not all people love to buy through online. They think that online shopping not follow their demands. Other than that, they lack of beliefs that their information will be protected and not abuse by the merchants. Company that have negative issue also is the main factors why people didn't want to buy online. Through previous research and analysis, this study aims to identify the factor that lead the consumer to trust the e-commerce website by using Technology Acceptance Model (TAM). Seven elements has been identified and extended based from TAM which is security, privacy, risk perception, feedback, design, content and company's reputation. The data which has been collected was analysed by using quantitative method. 131 of people was randomly selected to be the respondent of this study. Analysis of the study confirms that company's reputation has the most significant relationship towards trust of online shopping website. This study also determined the significant, limitation and recommendation for the merchant in order to get the trust from their customer.

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