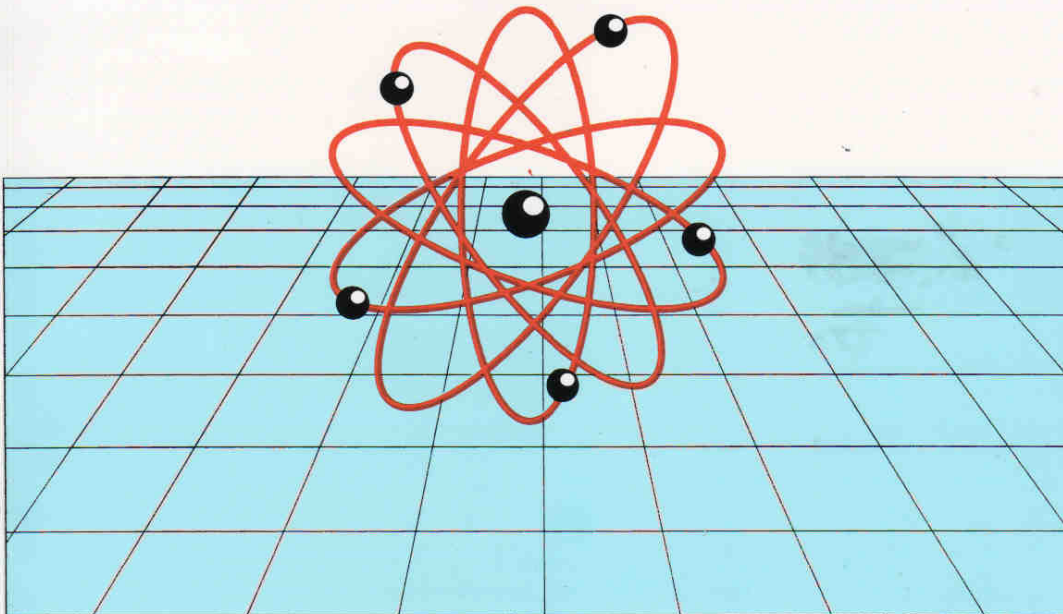


ISSN 1410 - 6345

STIKOM

JURNAL

Volume 12, Nomor 2, September 2008



PENELITIAN PENGABDIAN MASYARAKAT
SEKOLAH TINGGI
MANAJEMEN INFORMATIKA & TEKNIK KOMPUTER
SURABAYA

STIKOM JURNAL

- Pengaruh Pelayanan, Reputasi, dan Keamanan terhadap Kepercayaan Masyarakat dalam Bertransaksi melalui *E-Commerce* di Indonesia 63 - 70
Yuswanto
- Rancang Bangun Sistem Informasi Harga Pokok Produksi (HPP) 71 - 80
Arifin Puji Widodo
- Analisis Keberhasilan Penerapan Sistem Informasi Penjadwalan Produksi dalam Meminimalkan Keterlambatan Maksimum 81 - 86
Nining Martiningtyas
- Mengajarkan Pemecahan Masalah dengan Menggunakan Langkah Polya 87 - 96
Dewiyani
- Sistem Informasi Pengendalian Persediaan Menggunakan Metode *Exponential Smoothing* pada PT. Bear House 97 - 104
Haryanto Tanuwijaya
- Sistem Pendukung Keputusan Pemilihan Sepeda Motor Honda Menggunakan Metode *ELECTRE* Berbasis Web 105 - 116
Anak Agung Alit Karnajaya, I Gede Arya Utama
- Analisa Hubungan Tegangan dan Kecepatan Putar Motor *Direct Current (DC)* Tanpa Beban Menggunakan Analisa Numerik 117 - 126
Yuwono Martadinata

Diterbitkan oleh: Penelitian Akademik
Sekolah Tinggi Manajemen Informatika & Teknik Komputer Surabaya

SJ	Vol. 12	No. 2	Halaman 63-126	Surabaya, September 2008	ISSN 1410-6345
----	---------	-------	----------------	--------------------------	----------------

**PENGARUH PELAYANAN, REPUTASI, DAN KEAMANAN
TERHADAP KEPERCAYAAN MASYARAKAT DALAM
BERTRANSAKSI MELALUI
E-COMMERCE DI INDONESIA**

Yuswanto

Program Studi DIII Manajemen Informatika STIKOMP SURABAYA

**INFLUENCE OF SERVICES, REPUTATIONS AND SAFETY
ON PUBLIC TRUST IN TRANSACTION THROUGH
E-COMMERCE IN INDONESIA**

Abstract: This research would like to analyze the influence of reputation and security services according to the peoples' credibility in the e-commerce transaction. The purpose of this study is to find out the empiric proof about: (a) the positive and significant influence between the quality of service and credibility, (b) The positive and significant influence between the value of reputation and credibly and (c) the positive and significant influence between the level of security and credibility. The respondents in this research were the Internet users who once conducted e-commerce transaction, the total respondents who completed the questionnaire through email and website were 129. The collecting data was done for 1,5 month, it was begun of February 2008 up to last March 2008. It was only 119 respondents (80,95%) who completed the questionnaire. The data was calculated by using double linear regression, F-test and t-test with SPSS 13 version program. The result of this research shows that (1) there is positive and significant influence between the quality of service and credibility, (2) there is positive and significant influence between the value of reputation and credibility, and (3) there is positive and significant influent between the level of security and credibility. Reputation is the strongest influence and the security is the weakest factor on the peoples' credibility whose use the e-commerce transaction.

Keywords: Service Quality, Reputation Value, Security Level, Credibility

Internet adalah sekumpulan jaringan komputer yang menghubungkan jutaan komputer di seluruh dunia. Jaringan komputer ini terbentuk melalui saluran telekomunikasi yang menggunakan sarana telepon atau sarana lainnya berupa penyedia akses

(*provider*) internet (Firmansyah, 2002:1). Dengan internet, transaksi perdagangan semakin mudah dilakukan dengan cakupan pelanggan yang sangat luas. Bentuk perdagangan seperti ini disebut dengan *e-commerce*.

Alamat Korespondensi:

Program Studi DIII Manajemen Informatika, STIKOMP SURABAYA, Jl. Raya Kedung Baruk No. 98 Surabaya
Telp: 031-8721731, Fax: 031-8710218, Email: yuswanto@stikom.edu