

Membangun Kepercayaan konsumen melalui penilaian positif di Market Place

Yundhayan
fghas@gmail.com

Abstrak: Jagad bisnis sansaya ngarahake menyang media elektronik, nyebabake panggunaan E-Commerce (toko online) minangka media toko barang lan jasa dadi saya mundhak kanthi cepet. Jumlah pamilik toko online uga mundhak banget supaya kompetisi ora bisa dihindari. Ana akeh faktor sing mengaruhi toko produk toko online utamane e-trust lan bakal ngasilake e-loyalitas pelanggan kanthi online. Supaya bisnis bisa sukses, sing utama ditindakake yaiku mbangun e-trust lan loyalitas ing pikirane pelanggan kanggo ndhukung bisnis toko online.

Kata Kunci: Loyal, Percaya, Hubungan, Puas

DAFTAR PUSTAKA

- Agung Septian. 2008. Faktor ± Faktor Yang Mempeng-aruhi Brand Trust Dan Brand Commitment Pada Situs Bukalapak.com Di Surabaya.
- Buttner, O.B. & Goritz, A.S. (2008, January/February). Perceived trustworthiness of onlineshops. *Journal of Consumer Behaviour*. 7, pp. 35±50.
- Erna Ferrinadewi, (2008). Merk dan psikologi konsumen. Yogyakarta: Graha Ilmu
- Gommans, M., Krishnan, K. S., and Scheffold, K. B. (200). From brand loyalty to e-loyalty: A conceptual framework. *Journal of Economic & Social Research*, 3(:43 ± 58.
- Gutavsson, M. & Johansson, A. (2006). Consumer Trust in E-Commerce.
- Hotlan Siagan. 2014. Analisis website quality, trust dan loyalty pelanggan onlineshop. Surabaya: Univer-sitas Petra
- Hur et al. (201). A Structural Model of the Relation- ships Between Sport Website Quality, E-Satisfaction, and E-Loyalty. *Journal of Sport Management*. 25, pp. 458-473.
- Kotler, P. 2003. *Marketing Management*. 11th ed. Upper Saddle River, NJ: Prentice Hall, Inc.
- Sadeh et al. (201). The Effects of Website Quality Dimensions on Customer Satisfaction in E-Retailing System. *Middle-East Journal of Scientific Research*. 10(3), pp. 366-369.
- Siregar, Syofian. (2010). *Statistik deskriptif untuk penelitian*. Jakarta: Rajagrafindo Persada.
- Sumarwan et al. (2007, Oktober). Analisis Faktor- Faktor Yang Mempengaruhi Kepuasan Pelang- gan Online. *Jurnal Manajemen dan Agribisnis*. 4(, pp. 67- 810.