

**PENGARUH *E-SERVICE QUALITY*, *SECURITY QUALITY* DAN
INFORMATION QUALITY TERHADAP *E-TRUST* APLIKASI BELANJA
ONLINE TOKOPEDIA DI KOTA PADANG**

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ABSTRACT

The purpose of this research are to analyze : (1) The influence E- Service Quality towards E-Trust, (2) The influence Security Quality towards E-Service Quality, (3) The influence Security Quality towards E-Trust, (4) The influence Information Quality towards E-trust.

The type of this research is causative research. The population on this research is consumer Tokopedia in Padang and who has been shopping on the Tokopedia at least on time purchase. Total sample of this research was 200 people taken using purposive sampling because of the unknown population by using questionnaire. The result of research shows that (1) E- Service Quality has a significant effect towards E-trust (2) Security Quality has significant effect towards E-Service Quality (3) Security has no a significant effect towards E-trust (4) Information has a significant effect towards E-trust.

Conclusion this analysis highlights of this study there is significant effect E-Service Quality on E-trust , there is significant effect Security Quality on E-Service Quality meanwhile Security Quality show that there is no significant effect on E-trust. There is significant effect Information Quality on E-trust. For the future research it is better to explore more about variable that can influence E-trust.

Keyword: E-trust, E- Service Quality, Security Quality, Information Quality.