

***ABSTRACT***

**THE INFLUENCE OF STRUCTURAL ASSURANCE, PERCEIVED  
USEFULNESS AND PERCEIVED EASE OF USE ON TRUST USERS OF  
E-COMMERCE**

**Oleh**

**Muhammad Nur Rabbani**

*This study aims to investigate the factors that influence e-commerce user trust. The variables used in this study are structural assurance, perceived usefulness, and perceived ease of use. This research was conducted using a questionnaire distributed using googleform. The analysis tool used is smart-PLS. The results of the study prove a significant influence of structural assurance, perceived usefulness and perceived ease of use on e-commerce user trust.*

**Kata Kunci : *Structural Assurance, Perceived Usefulness, Perceived Ease Of Use, Trust***

## **ABSTRAK**

### **PENGARUH *STRUCTURAL ASSURANCE*, *PERCEIVED USEFULNESS* DAN *PERCEIVED EASE OF USE* TERHADAP *TRUST* PENGGUNA *E-* *COMMERCE***

Oleh

**Muhammad Nur Rabbani**

Penelitian ini bertujuan untuk menguji faktor-faktor yang mempengaruhi *trust* pengguna *e-commerce*. Variabel yang digunakan dalam penelitian ini adalah *structural assurance*, *perceived usefulness*, dan *perceived ease of use*. Penelitian ini dilakukan menggunakan kuesioner yang disebar menggunakan googleform. Alat analisis yang digunakan adalah smart-PLS. Hasil penelitian membuktikan adanya pengaruh yang signifikan dari *structural assurance*, *perceived usefulness* dan *perceived ease of use* terhadap *trust* pengguna *e-commerce*.

**Kata Kunci :** *Structural Assurance, Perceived Usefulness, Perceived Ease Of Use, Trust*