

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh karakteristik *social commerce* yaitu reputasi, kualitas informasi, keamanan transaksi, komunikasi, *economic feasibility*, referensi *word of mouth* dan *brand image* secara parsial maupun simultan terhadap kepercayaan konsumen pada *online shop* di Instagram. Jenis penelitian ini adalah deskriptif kuantitatif dengan desain penelitian kausal. Populasi dalam penelitian ini adalah seluruh masyarakat yang pernah melakukan pembelian secara *online* di Instagram. Sampel yang digunakan sebanyak 175 responden, menggunakan teknik *purposive sampling*. Hasil dari penelitian ini adalah terdapat pengaruh signifikan secara parsial antara karakteristik *social commerce* yaitu reputasi, komunikasi, referensi *word of mouth* dan *brand image* terhadap kepercayaan, dan terdapat pengaruh signifikan secara simultan antara karakteristik *social commerce* yaitu reputasi, kualitas informasi, keamanan transaksi, *economic feasibility*, referensi *word of mouth* dan *brand image* terhadap kepercayaan konsumen.

Kata Kunci : *Social Commerce*, Reputasi, Kualitas Informasi, Keamanan Transaksi, *Economic Feasibility*, Referensi *Word of Mouth*, dan *Brand Image*

ABSTRACT

This research was conducted to find out the influence of social commerce that is reputation, quality of information, transaction security, communication, economic feasibility, word of mouth reference and brand image partially or simultaneously to consumer trust in online store in Instagram. The type of this research is quantitative descriptive with causal research design. The population in this settlement is the whole community who ever made an online purchase in Instagram. The sample used was 175 respondents, using purposive sampling technique. The result of this research is not significant partially between social commerce feature that is reputation, communication, word of mouth reference and brand image to trust, and there is significant simultaneous influence between social commerce feature that is reputation, quality of information, transaction security, economic feasibility, from the mouth and brand image to consumer confidence

Keywords : *Social commerce, reputation, quality of information, transaction security, communication, economic feasibility, word of mouth reference, brand image, consumer confidence.*