

**CONSUMER ATTITUDE AND CONSUMER TRUST
IN THE ONLINE SHOPPING MARKETPLACE***SIKAP KONSUMEN DAN KEPERCAYAAN KONSUMEN DI PASAR BELANJA ONLINE*

by

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Abstract: In 2017 from the report of *Asosiasi Penyelenggara Jasa Internet Indonesia*, More than 50 percent or around 143 million people have been connected to the internet throughout that year. That way, almost the entire life of the Indonesian people is inseparable from the internet, internet is widely used by Indonesian People for various purposes including shopping, with many choices of online shopping marketplaces available today, online shopping marketplace is a way of buying and selling without face-to-face and separated in distance. This research is using qualitative research method that explores the theories from several journals, articles, books, and previous research. This research using qualitative method to examine the Consumer Attitude and Consumer Trust in the Online Shopping Marketplace. This research uses in-depth interview to collect data from ten informants. Informant were chosen by purposive sampling. The results of this study indicate that the attitudes held by consumers is a good attitude but consumers have not given full trust to the Online Shopping Marketplace.

Keywords: *Consumer Attitude, Consumer Trust.*

Abstrak : Pada tahun 2017 dari laporan *Asosiasi Penyelenggara Jasa Internet Indonesia*, Lebih dari 50 persen atau sekitar 143 juta orang telah terhubung ke internet sepanjang tahun itu. Dengan begitu, hampir seluruh kehidupan masyarakat Indonesia tidak dapat dipisahkan dari internet, internet banyak digunakan oleh masyarakat Indonesia untuk berbagai keperluan termasuk berbelanja, dengan banyak pilihan pasar belanja online yang tersedia saat ini, Pasar belanja online adalah cara untuk membeli dan menjual tanpa tatap muka dan terpisah jarak. Penelitian ini menggunakan metode penelitian kualitatif yang mengeksplorasi teori-teori dari beberapa jurnal, artikel, buku, dan penelitian sebelumnya. Penelitian ini menggunakan metode kualitatif untuk menguji Sikap Konsumen dan Kepercayaan Konsumen di Pasar Belanja Online. Penelitian ini menggunakan wawancara mendalam untuk mengumpulkan data dari sepuluh informan. Informan dipilih secara purposive sampling. Hasil penelitian ini menunjukkan bahwa sikap yang dipegang oleh konsumen adalah sikap yang baik tetapi konsumen belum memberikan kepercayaan penuh kepada Pasar Belanja Online.

kata kunci: *Sikap Konsumen, Kepercayaan Konsumen.*

INTRODUCTION

Research Background

Indonesia's population currently reaches 262 million people. More than 50 percent or around 143 million people have been connected to the internet throughout 2017, at least according to the report from the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). The majority of internet users as much as 72.41 percent are still from the urban community. The utilization is further, not only to communicate but also to buy goods, order transportation, to do business and work. Based on its geographical area, Javanese people are most exposed to the internet at 57.70 percent. Furthermore, Sumatra was 19.09 percent, Kalimantan 7.97 percent, Sulawesi 6.73 percent, Bali-Nusa 5.63 percent, and Maluku-Papua 2.49 percent (Bohang, 2018).

That way, almost the entire life of the Indonesian people is inseparable from the internet, many things Indonesians do with the internet, ranging from building social life through social media, and developing e-commerce where people can buy their needs and needs without having to leave the house and the existence of online transportation services that help facilitate the buying and selling activities online, so that Indonesians are very enthusiastic about using the internet. In Indonesia, e-commerce is increasingly popular. and the most popular online buying and selling media, namely online shops on social media such as Instagram and Facebook, in addition to the online shopping marketplace. The online shopping marketplace that is developing today in Indonesia is very diverse because not only those who sell diverse items, there are those who have a focus on only selling certain items. and has begun to be specific from consumer segmentation, product types and have their respective characters.

There are many types of online shopping marketplace in Indonesia, there are online markets that sell a variety of products and not specific categories such as Bukalapak, Tokopedia, Blibli, MatahariMall and JDid. there is also an online market that only sells fashion and cosmetic products such as Zalora, Berrybenka, Hijabenka, Hijup, Salestock and Sociolla, even the online market that sells fresh vegetables, fruits, and healthy food such as Lemonilo and SayurBox. Based on article from idntimes.com (Cahya, 2018) about the best 10 e-commerce in Indonesia, there are Lazada Indonesia, Matahari Mall, Blibli, Zalora Indonesia, JD Indonesia, Tokopedia, Elevation, Shopee, Bukalapak and Qoo10.

The consumers in e-commerce online marketplace is also have an attitude, In a consumer behavior context, an attitude is learned predisposition to behave in a consistently favorable on unfavorable way with respect to a given object (Shiffman and Kanuk 2004). Both the poor and the good attitude of consumers towards a product or service will affect their buying behavior. The consumer's attitude towards a product is in the form of tendencies or tendencies he learns to evaluate the object inside a consistently pleasant or unpleasant way, namely the evaluation of the object as a whole as a whole from the worst to the best.

Consumer attitudes are also related to consumer trust. Trust in online context implies, more than ever, the consumer's willingness to be vulnerable to the company and belief that the firm will fulfill its promises and will not exploit that vulnerability for its benefit (Martin and Camamero, 2008). Trust has a vital influence on consumer activities and thereby on e-commerce success (Corbitt et al, 2003). Consumer trust is an important element for markets everywhere to develop, either national or cross-border, off-line or on-line. In contrast to the online market in social media, online markets in the form of e-commerce media managed by professional companies must certainly be able to convince consumers with their services so that trust, confidence, comfort and safety arise when shopping, starting from selecting goods, transaction processes and shipping processes. the goods reach the consumer.

Likewise, building trust from consumers in the online shopping marketplace, where consumers and marketers are separated by distance, culture and even language and tradition, maintaining trust is the most important. trust is also one of the psychological factors that influence consumers in making decisions about purchasing a product (Setiadi, 2010), trust is needed to continue to grow and develop a business, by building trust in consumers, they will be happy to use the product or service offered.

Research Objectives

The research objective in this research is to know the effect of :

1. Consumer Attitude and Consumer Trust in online shopping marketplace simultaneously
2. Consumer Attitude in online shopping marketplace partially
3. Consumer Trust in online shopping marketplace partially

THEORETICAL FRAMEWORK**Marketing**

In Kotler and Keller (2009), Marketing deals with identifying and meeting human and social, in a social definition marketing is a societal process by which individuals and groups obtain what they need and what through creating, offering, and freely exchanging products and services of value with others. According to Hasan (2013), marketing is a process of identifying, creating and communicating values, and maintaining relationships that satisfy customers to maximize company profits.

Consumer Behavior

Consumer behavior can be defined as the behavior that customer display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas they expect will satisfy they needs (Shiffman and Kanuk 2004). According to Mowen and Micheal (2002), consumer behavior is the study of purchasing units and the exchange process that involves the process of acquiring, consuming, disposing of goods / services, experiences and ideas after using goods / services. Therefore, studying consumer behavior means learning how the consumer uses the power he has in the form of time, effort and money to get the goods or services he wants.

Consumer Attitude

Attitude is the most important concept in the study of consumer behavior, by influencing consumer attitudes marketers hope to influence consumer buying behavior (Simamora, 2004). Consumer attitudes are a composite of a consumer's beliefs about, feelings about, and behavioral intentions toward some object within the context of marketing, usually a brand or retail store (Bhatt, 2014).

According Suprpti (2009), as consumers, everyone has an attitude towards a number of objects such as products, services, people, events, advertisements, shops, brands and so on. When someone is asked about his preference, if he likes or dislikes an object, the answer shows his attitude towards the object. In a consumer behavior context, an attitude is learned predisposition to behave in a consistenly favorable on unfavorable way with respect to a given object (Shiffman and Kanuk 2004).

Consumers who like or are positive about a product will tend to have a strong desire to choose and buy the product they like. Conversely, if consumers behave negatively toward a product, then it usually will not take into account the product as a purchasing option, even not infrequently it will convey its dislike to friends, relatives or neighbors (Suryani, 2008).

Both the poor attitude of consumers towards a product or service will affect their buying behavior. The consumer's attitude towards a product is in the form of tendencies or tendencies he learns to evaluate the object inside a consistently pleasant or unpleasant way, namely the evaluation of the object as a whole as a whole from the worst to the best.

Consumer Trust

Trust is a fundamental thing of doing business because any type of business requires a trust. Building trust with customers is an important factor for creating customer loyalty. This belief can not be easily recognized, but must be built from scratch and can be proven. According to Kotler and Keller (2009) Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence. Mowen and Minor (2002) explained

that consumer trust are All knowledge that is owned by consumers and all conclusions that consumers make about objects, attributes and the benefits. Objects can be in the form of products, people, companies and everything where someone has trust and attitude.

Gefen et al. in Yee and Faziharudean (2010) adopted the conceptualization of trust as a set of specific beliefs which includes integrity, benevolence, ability and predictability to be applied in e-commerce, and specifically in the online shopping context. According to Mowen and Minor (2002) there are three types of trust, namely:

1. Trust product attributes

Knowledge of an object has an attribute specifically called trust object attributes. Trust attributes connect an attribute to an object, such as a person, item or service. Through the belief in object attributes, consumers state what is known about something in terms of the variation of attributes.

2. Trust attribute benefits

Someone looking for products and services that will complete problems and meeting their needs in other words have attributes that will provide recognizable benefits. The relationship between these attributes and benefits illustrates the second type of trust. Trust benefit attributes are consumers' perceptions of how far a particular attribute produces, or provides certain benefits.

3. Trust of object benefits

The third type of trust is formed by connecting objects and benefits. The trust in the benefits of an object is the consumer's perception of how far a product, person or service is.

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Barnes (2003) states that trust is the belief that someone will find what he wants in others, and not what he fears. Thus, consumer confidence is a person's attitude consumers in the form of a willingness to behave in particular because of their belief that the partner (the marketer) will give you the satisfaction he had hoped, and a hope that is generally held by consumers to marketers in the form of words, promises, statements or actions who can be trusted.

Empirical Studies

Nocella, Romano, Stefani (2014) consumers attitudes, trust and willingness to pay for food information, Market failure can be corrected using different regulatory approaches ranging from high to low intervention. Recently, classic regulations have been criticized as costly and economically irrational, and thus, policy makers are giving more consideration to soft regulatory techniques such as information remedies. However, despite the plethora of food information conveyed by different media there appears to be a lack of studies exploring how consumers evaluate this information and how trust towards publishers influence their choices for food information. Information related to health risks caused by nutritional disorders and food safety issues caused by bacteria and chemical substances is the most important for about 90% of respondents. Food information related to regulations and traditions is also considered important for more than two-thirds of respondents, whereas information about food production and processing techniques, lifestyle and food fads are considered less important by the majority of respondents. Trust towards food information disseminated by public bodies is higher than that observed for private bodies. This behaviour directly affects WTP for food information provided by public and private publishers when markets are shocked by a food safety incident. related to topics that are more relevant to consumers, who should disseminate trustful food information, and how communication should be conveyed and segmented.

Martin and Camarero, (2008) Consumer trust to a web site : moderating effect of attitudes toward online shopping, the development of technology and information that is increasingly rapid, has become one way for consumers and producers to be able to reach each other, online stores are now one of the main choices of consumers in purchasing their daily needs. In this study the results obtained that purchases made by consumers is one form of satisfaction and trust that has been received before. In a survey conducted by most consumers who make purchases online, based on satisfaction with products and services that have been received before, so they tend to buy back. If there are online stores that provide services and products that are not what they expect, then

consumers tend to make purchases at other online stores. So online stores that want to keep or even get new customers must keep the products and services they provide are always good or even increase and foster consumer confidence.

Kikulwe, Wessler, Zepeda (2011) Attitude, perceptions, and trust, insight from a consumer survey regarding genetically modified banana in Uganda, genetically modified food is still one of the most controversial topics of conversation to date, so this research focuses on consumer perceptions as well as institutional responses and beliefs in dealing with this problem. In this study found that consumers' perceptions and beliefs strongly influence their reaction to genetically modified food products. While the agencies concerned consider this problem more towards health where genetic modification factors need to foster the confidence of agencies and consumers that the product produced does not have a negative effect on health.

Jung, Kim, Kim (2014) Influence of consumer attitude toward online brand community on revisit intention and brand trust, to illustrate the relationships between perceived benefits in using online brand communities, attitudes, revisit intention, and brand trust, and it also assesses the moderating role of two types of online brand communities: marketer-and-consumer-created communities. The study finds that social and informational benefits have positive impacts on attitude, which, in turn, significantly influence revisit intention and brand trust. The moderating effect of the type of online community was significant in predicting the relationship between attitude and brand trust but not between attitude and revisit intention. The study concludes the importance of managing online brand communities through managerial implications. The rise of social media use among consumers makes it easy for customers to participate in online communities and build meaningful relationships with other customers and with the companies. People enjoy participating in community because they can obtain useful information the benefits that consumers experience by means of participation of online brand community can be largely categorized into social and informational benefits.

Corbitt, Thanasankit, Yi (2003) Trust and e-commerce : a study of consumer perception, Increasing use of the World Wide Web as a B2C commercial tool raises interest in understanding the key issues in building relationships with customers on the Internet. Trust is believed to be the key to these relationships. Given the differences between a virtual and a conventional marketplace, antecedents and consequences of trust merit re-examination. This research suggests that people are more likely to purchase from the web if they perceive a higher degree of trust in e-commerce and have more experience in using the web. Customer's trust levels are likely to be influenced by the level of perceived market orientation, site quality, technical trustworthiness, and user's web experience. People with a higher level of perceived site quality seem to have a higher level of perceived market orientation and trustworthiness towards e-commerce. Furthermore, people with a higher level of trust in e-commerce are more likely to participate in e-commerce. Positive 'word of mouth', money back warranty and partnerships with well-known business partners, rank as the top three effective risk reduction tactics. These findings complement the previous findings on e-commerce and shed light on how to establish a trust relationship on the World Wide Web.

Lee (2007) Consumers attitude toward virtual stores and its correlates, growth of information technology, the virtual stores have increased their importance in the modern marketing environment. The purpose of this research is to investigate the relationships between consumer attitude toward virtual stores and its correlates. A conceptual model with four postulated hypotheses is proposed and verified by empirical data. Our study results show that consumer risk averseness is negatively related to consumer attitude, whereas consumer convenience orientation and the impulse tendency are both positively related with consumer attitude toward virtual stores.

Mukherjee and Nath (2003) A model of trust in online relationship banking, trust encompasses the exchanges and interactions of a retail bank with its customers on various dimensions of online banking. Specifically lays stress on the bank-to-customer exchanges taking place through the technological interface. Hypothesizes shared value, communication and opportunistic behaviour as antecedents to trust. Trust and commitment also have a causal relationship. Value is most critical to developing trust as well as relationship commitment. Communication has a moderate influence on trust, while opportunistic behaviour has significant negative effect. Also finds higher perceived trust to enhance significantly customers' commitment in online banking transaction. An important contribution concerns how trust is developed and sustained over different levels of customer relationship in online banking. The future commitment of the customers to online banking depends on perceived trust.

Becerra and Korgaonkar (2007) Effects of trust belief on consumer's online intention, the results suggest that brand trust beliefs affect online intentions, and may be needed to increase online sales. The influence of vendor trust beliefs on online intentions varies with brand trust, beliefs for products and for services is augmented by brand trust beliefs. The influence of trust beliefs on online behavior, notwithstanding its importance, remains under-researched. The paper addresses this gap in the literature. Specifically, it addresses the effects of the simultaneous influence of vendor, brand, and product trust beliefs on shoppers' online intentions. And it decomposes online intentions into its components, i.e. intentions to provide personal information and intentions to purchase, to understand these simultaneous effects not addressed before.

RESEARCH METHOD

Data Analysis Method

According to Bogdan in Sugiyono (2017), data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be understood easily, and their findings can be informed to others. Data analysis is done by organizing data, describing it into units, synthesizing, compiling into patterns, choosing which ones are important to learn, and making conclusions that can be told to others.

According to Miles and Huberman in Sugiyono (2017) activities in data analysis are data reduction, data presentation and data verification.

1. Data reduction

The data obtained from the field is quite large, for that it needs to be recorded in detail and thoroughly. As stated, the longer the researcher goes to the field, the more data will be, more complex and complex. For this reason, it is necessary to immediately analyze the data through data reduction. Reducing data means summarizing, choosing key things, focusing on important things, looking for themes and patterns. The data that has been reduced will provide a clearer picture and make it easier for researchers to conduct further data collection and look for it when needed.

2. Presentation of data

After the data is reduced, the next step is to display the data. Presentation of data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. But what is most often used to display data from qualitative research is narrative text. With data display it will be easier to understand what will happen, plan the next work based on what has been understood.

3. Data verification

The final step is drawing conclusions and verification. The initial conclusions raised are still temporary, and will change if there is no strong and supportive evidence at the next data collection stage. But if the conclusions raised at the initial stage are supported by valid and consistent data when the researcher goes to the field and collects data, the conclusions expressed are credible conclusions.

RESULT AND DISCUSSION

Definition of Research Object

Online Shopping Marketplace or E-Commerce commonly known as online shop is a place to buy goods and services through the Internet. Through shopping via the Internet, a buyer can see the goods in advance & the services he wants to spend via the web are promoted by the seller. This online shopping activity is a new form of communication, does not require direct face-to-face communication, but can be done separately from and to the rest of the world through the media of notebooks, computers, or mobile phones connected with Internet access services. Online shopping or online shop is a form of electronic commerce (E-commerce) used for seller-to-seller or seller-to-consumer transactions.

Online Shopping Marketplace in Indonesia are increasingly showing significant developments. Online shopping is not only monopolized by goods purchases, but also services such as banking which introduce e-banking techniques. Through e-banking techniques customers can conduct activities such as money transfers, paying utility bills, water, telephone, Internet, credit purchases, payment of tuition experiencing rapid development. Ranging from mobile phone selling sites, guitars, boutiques, bookstores, food, fashion and even electronic devices began to be penetrated by online shopping services.

The Advantage of Having an Online Shop

Buyers do not need to visit the place of sale be it shops, boutiques, malls, etc. Buyers simply click on the destination web and choose the desired item. The selection of goods can be done from home or office so that purchases can be made for hours without having to leave the house. The seller can reduce the cost of opening the store because through online shopping, the seller can simply market their products via the Internet. Product marketing can reach all over the world at low cost.

How to Shop Online

Online shopping can be done by doing online window shopping on the destination web. Then, the buyer can click on the desired item. After that the buyer is then taken to a window that displays agreed payment procedures and then after the nominal money is transferred, the seller will send the item via postal service. Today, the procedure for online shopping can be done more easily. When the buyer is interested in the intended item, he can simply make a phone call with the seller or type an sms according to the rules. After the message is received, the buyer is usually required to transfer a sum of money to the seller's account and the purchased item will be sent either by courier (if the shipping area is still close enough) or via postal service. Payment can be made either using a debit card, credit card, PayPal, cutting customer credit (for transactions via mobile phone), checks, and COD (Cash On Delivery), which is a payment made when the goods have been sent by the seller. Cash On Delivery is usually done face to face between the seller and the buyer; the seller can show his goods so that interested buyers can examine the items he will buy. Such purchases usually make direct payments / cash. Besides face to face between the seller and the buyer, this COD can be done between the courier and the buyer; usually the seller will only serve COD if the buyer's area is still reachable by the seller.

Discussion

In the consumer attitude variable, there are 3 indicators namely Belief, Feeling and Behavioral Intention. In the Belief indicator, from a total of 20 informants, based on the results of the study only 6 informant did not feel sure that the products needed were available in the online shopping market because according to the informant there were some of his needs that were not available in the Online Shopping Marketplace. Then 4 informant who does not feel that shopping in the online shopping market through a particular seller's partner is the right choice, according to the informant, will be the right choice through a particular sales partner if the product he needs is not available in the Online shopping Marketplace, in words other he does the shopping in the Online Shopping Marketplace depending on the availability of goods to be purchased. Then for the Feeling indicator, 1 informant who does not feel pleasant in using applications and web sites from the online market because the informant does personally prefer conventional spending than online shopping, this informant told the researcher, the consideration of which is the shipping cost sometimes more expensive than items that are purchased by yourself. 1 informants do not feel comfortable shopping in the online shopping market, 5 informants who do not feel the security in the transaction process in the online shopping market, with the reason they are still in doubt, there are still sellers and online shopping marketers who are naughty, and doubt in the transaction process for gadget goods and electronics. For behavioral intention indicators, the results are really good because all informants will shop again, then already have knowledge in the process of shopping in the online shopping market and will recommend the online shopping market as a place to shop to others.

Based on the results of this study, the Consumer Attitude on The Online Shopping Marketplace is considered to have a good attitude towards the Online Shopping Marketplace, although not fully acknowledged by consumers is really good, at least they already have good behavioral intentions and must be utilized well by Online Shopping Marketplace manager, and of course by not forgetting consumer statements that can be criticized about the unavailability of goods needed by consumers. Although today, with the increasing quality of existing

online stores, consumers who make an average purchase are not afraid of losing their money because of the joint account system provided by the online store vendor so that if the goods they order have not arrived in the hands of consumers then the money they transfer to a joint account will not be paid to the seller, the company managing the Online Shopping Marketplace must create a transaction system that is guaranteed and transparent so that consumers feel doubts and uncertainties with the transaction process of the Online Shopping Marketplace so that the attitude of consumers towards the Online Shopping Marketplace will reach a point best.

Furthermore, for the variable Consumer Trust, there are also 3 indicators, namely Goodness, Integrity, and Competence. From a total of 20 informants, based on the results of Goodness indicator research, there was 2 informant who did not say that the online shopping market provided the best service because according to the informant the service from the Online Shopping Marketplace was not so directly felt by him because it occurred in online media. Furthermore, 5 informants did not say that the parties from the Online Shopping Marketplace have the desire to provide benefits, the reason being that his past shopping experience of goods that arrived in a long time and the impractical refund process made the informants end up still waiting for the goods to arrive, and Other informants assume that the profit is only owned by the Online Shopping Marketplace not for consumers. Furthermore, 3 other informants did not say that the online shopping market had a desire to provide satisfaction, with the reason that goods were not on time and again the process of filing refunds was impractical and other reasons that said satisfaction in shopping at Online Shopping Marketplace is not so optimal because it occurs in online media and when dissatisfaction occurs he can only make complaints by sending email, chat, and so forth. all informants recognize that the online shopping market has the right to maintain their reputation. The next indicator is integrity. 6 informants did not recognize that the online shopping market met consumer expectations, arguing that the goods sent were not on time. 13 informants did not say that the online shopping market will not hide important information for consumers, because there is still a suspicion from consumers that there is information that is not notified to consumers. The last indicator, namely competence. 11 informants did not say that the online shopping market has the ability to overcome problems faced by consumers, because according to the consumer's experience when shopping, the goods he buys are not sent because of an overload in the warehouse of the shipping service. Then, 2 informant did not say that the online shopping market has the ability to communicate well with consumers, because it is considered there is still an Online Shopping Marketplace that does not have good communication skills with consumers.

Based on the results of this research, the consumers have not given full trust to the Online Shopping Marketplace. This is unfortunate, because the attitude of consumers towards the Online Shopping Marketplace is already good. Of the several things that have been explained about the lack of trust in the Online Shopping Marketplace, the most widely mentioned and experienced by consumers is the time of arrival of goods that are long and not according to estimates, the process of filing a refund that is not practical and tends to be long. It can be understood in fact that this happens outside the control of the Online Shopping Marketplace, because this is the responsibility of the shipping service, but this must still be overcome by the provider of the Online Shopping Marketplace because in some Online Shopping Marketplace, consumers are given several choices shipping services that partner with online shopping provider companies Marketplace that can be used, it would be nice if the provider of Online Shopping Marketplace partners with a shipping service that has good performance and can be trusted, Online Shopping Marketplace managers should facilitate consumer complaints regarding problems that occur when shipping, such as lost and long-lasting goods in the warehouse of the shipping service. not only facilitated, the Online Shopping Marketplace manager should also be able to coordinate directly with the shipping service to overcome problems that occur to consumers. then the provider of Online Shopping Marketplace companies should create a refund application system that is easily understood by consumers and a fast process. For communication skills, it would be nice if the Online Shopping Marketplace can improve the communication skills of the sales partners in the Online Shopping Marketplace, in order to be able to impress an competency that can be trusted by consumers. For the openness and clarity of information provided to consumers, the Online Shopping Marketplace should be both a management company and vendor's online store partner to provide information as clearly and honestly as possible to consumers, especially for description information about the condition of goods sold such as size, color, and materials also include the same photo of goods that are sold with good quality to be clearly seen by consumers, because with all the explanations and descriptions of the product, consumers can estimate for themselves what the shape of the goods will be about to be bought by consumers openness about the stock of goods is also very important, because based on the experience of researchers as consumers Online Shopping Marketplace has experienced where when researchers buy an item, it has been continued to make transactions but it turns out that the goods are no longer available, it is important to provide

true information honest so that consumers are not disappointed and the worst can be considered a fraud by consumers. Although in measuring the intention of consumers' behavior that they will recommend to others the Online Shopping Marketplace they use, it does not mean that all Online Shopping Marketplaces they use will be recommended, they will recommend an Online Shopping Marketplace that they think can be trusted, and not only to those closest to them to be recommended but to other prospective buyers submitted through the features in the Online Shopping Marketplace to provide reviews and ratings, store vendors or seller partners who get good ratings and reviews from consumers tend to be the main choice, as well as what products they want to buy. If the product they want is available but only provided by providers who have never gotten good reviews, consumers will tend to see other online store vendors until they get a store that has a lot of positive reviews. If all aspects of indicators of this trust are fulfilled and enhanced by the Online Shopping Marketplace management company, the Online Shopping Marketplace will get the full trust of consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Consumer Attitude held by consumers from the online shopping market is a good attitude or positive attitude.
2. Consumers have not given full trust to the Online Shopping Marketplace, because there are several aspects of consumer trust that are not given fully to consumers, which are Goodness, Integrity, and Competence.
3. Online Shopping Marketplace has become the choice of media for shopping, although there are still consumers who still choose the conventional way of shopping, but shopping online through the Online Shopping Marketplace has become the choice for consumers.

Recommendation

1. Online Shopping Marketplace management company must create a transaction system that is guaranteed and transparent.
2. Online Shopping Marketplace provider companies partner with shipping services that have good performance and can be trusted, and facilitate customer complaints that occur during the shipping process and coordinate with the shipping service to overcome problems faced by consumers.
3. Online Shopping Marketplace provider companies create a refund submission system that is easily understood by consumers and a fast process.
4. The Online Shopping Marketplace can improve the communication skills of the sales partners in the Online Shopping Marketplace, in order to be able to impress an competency that can be trusted by consumers.
5. The Online Shopping Marketplace, both the management company and the vendor's partner, the online store vendor must provide consumers with as clear and honest information as possible about all important items of the product, such as a description of the condition and form of the product, the amount of available stock.
6. Buyers or consumers must also pay more attention to the goods and seller partners who send their products so that it can reduce the tendency to be harmed.

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