

ABSTRAKSI

Diah Meilanasari, 110610105, Analisis Deskriptif *Trust Propensity* dan *Perceived Trustworthiness* pada Konsumen *Online Store* di Kalangan Mahasiswa. *Skripsi*, Fakultas Psikologi Airlangga.

xviii + 100 halaman, 75 lampiran

Penelitian ini bertujuan untuk mengetahui trust propensity dan perceived trustworthiness konsumen terhadap online store di kalangan mahasiswa. Penelitian dilakukan pada mahasiswa yang sedang belajar di perguruan tinggi di wilayah Surabaya dengan jumlah subyek penelitian sebanyak 375 orang.

Penelitian ini bersifat kuantitatif. Alat pengumpul data berupa kuesioner Trust Propensity dan Perceived Trustworthiness yang diturunkan dari teori Trust Mayer, Davis dan Schoorman (1995) yang masing-masing kuesioner terdiri dari 6 dan 30 butir item yang disusun sendiri oleh penulis. Validitas alat ukur yang digunakan adalah melalui professional judgement dari dosen Fakultas Psikologi Universitas Airlangga Surabaya dan pemilik online store serta melalui uji seleksi item. Reliabilitas alat ukur skala trust propensity sebesar 0.834 sedangkan reliabilitas skala perceived trustworthiness sebesar 0.883.

Analisis data dilakukan dengan teknik statistik deskriptif dengan bantuan program statistik SPSS versi 16.0. Dari hasil analisis data penelitian diperoleh hasil bahwa trust propensity konsumen di kalangan mahasiswa rendah. Hal ini berarti konsumen di kalangan mahasiswa cenderung untuk sulit mempercayai seseorang atau sesuatu hal. Sedangkan untuk perceived trustworthiness pada konsumen online store di kalangan mahasiswa tinggi. Hal ini menunjukkan bahwa penilaian konsumen atas ability, benevolence dan integrity konsumen terhadap online store sudah cukup bagus.

Kata kunci : *trust propensity, perceived trustworthiness, online shopping, mahasiswa*

Daftar pustaka, 51 (1985- 2010)

ABSTRACT

Diah Meilanasari, 110610105, *Descriptive Analysis of Consumer's Trust Propensity and Perceived Trustworthiness on Online Store among College Students*, thesis, psychology faculty of Airlangga University.

xviii + 100 pages, 75 appendix

This study aims to determine consumer's trust propensity and perceived trustworthiness on online store among college student. The study was conducted on students who are studying in universities around Surabaya with 375 people as the object of study.

This research is quantitative research. The data is collected using questionnaire of Trust Propensity dan Perceived Trustworthiness which derived from trust theory's Mayer, Davis and Schoorman (1994) which each questionnaire consists of 6, and 30 items prepared by the researcher. The validity of this research is determined by professional judgement from the lecturer of Psychology Faculty, Airlangga University, Surabaya, and the owner of online store, also through item selection test. The reliability scale of trust propensity is 0.834, and the reliability scale of perceived trustworthiness is 0.883.

The data analysis is done by using descriptive statistics techniques and supported by SPSS version 16.0 statistic program. From the data analysis of the research, can be obtained that consumer's trust propensity among college student is in the low level. It means consumers among the college student tend to be difficult to trust someone or something. And consumer's perceived trustworthiness on online store among the college student is in the high level. It shows that consumer perception of ability, benevolence and integrity of online store is good enough.

Key word : trust propensity, perceived trustworthiness, intention of buying, online shopping, college student

bibliography, 51 (1985-2010).