

## **ABSTRACT**

*Online shopping activities have now touched the community massively in Indonesia. Retail business owners offer convenience just by going through a smart phone online. This is indicated by the high interest in buying daily necessities offered by them. Marketplace continues to try to improve quality in order to get good quality based on the experience they feel when transacting. The experiences felt by consumers include the ease of finding product information, the responsiveness provided by marketplace representatives, the ease of finding the desired product, consumer interaction in searching for the same product, and the perceived control perception in online shopping so that the marketplace has a good reputation in the eyes of consumers. consumers so that they get a good perception of value from them.*

*This study aims to analyze Reciprocity, Sociability, Responsiveness, Personalization, Perceived Control, Utilitarian Values, on the Cognitive Reputation of the online store Bhinneka.com. The number of samples used were 200 respondents who were selected by purposive sampling technique through questionnaires to Bhinneka.com consumers with Structural Equation Modeling (SEM) analysis techniques, using AMOS 22.00 analysis tools and assisted with SPSS analysis.*

*The results of this study indicate that Reciprocity, Sociability, Responsiveness, Personalization, Perceived Control, Utilitarian Values have a positive effect on Cognitive Reputation.*

*Keywords: Reciprocity, Sociability, Personalization, Responsiveness, Perceived Control, Utilitarian Value, Cognitive Reputation.*