

ABSTRACT

This research emphasizes on the importance of information privacy aspect of customers or online product buyers, in relationship to increase trust and online buying attitude. This research also includes the role of web personalization service as a form of website technology development that makes costumers easier or online product buyers to find products that they want, and also includes the privacy of information.

Sample is taken by using volunteer sampling technique. It is taken by giving questionnaires which have been done online through internet to the following website address at www.harries-arizona.com. The questions asked include profile of participants, and also opened and closed questions. The sample taken is said to represent 155 customers. The data gathered has been analyzed by using Structural Equation Modelling (SEM) approach, and it is processed by using AMOS program version 16.0.

The result of the research shows some facts that the influence of privacy statement toward web personalization service, the influence of privacy statement toward trust of B2C e-commerce, the influence of web personalization service toward online buying attitude, and the influence of B2C e-commerce trust toward online buying attitude are significant. Meanwhile, the influence of identity protection toward web personalization service, the influence of the third party seal existence toward the trust of B2C e-commerce are not significant. This research presents better competing model than earlier model which has 34.475 chi-square values, 0.305 probability values, 1.112 CMIN/DF values, 0.926 AGFI value, 0.958 GFI value, 0.991 TLI value, 0.994 CFI value, 0.027 RMSEA value and 201 Hoelter (5%) value.

Keywords: *B2C e-commerce, Internet, Information Privacy, Third Party Seal, Web Personalization, Trust, Online Buying Attitude.*