

ABSTRACT

The convenience of consumers in shopping online increases fierce competition in the market for sellers. This can be seen from several sellers in online stores starting to increase their trust by providing products tailored to the desires of today's consumers. This research aims to describe the relationship between Customization and Trust in Online Marketplace. This study used the Systematic Literature Review (SLR) method with an exclusion process and included 86 related articles that were excluded to 20 articles that were ready to be used for deeper analysis. Based on the results of the analysis, it was found that the customization variable was an independent variable related to trust in the online market. Where the grand theories used are consumer behavior theory, attribution theory, and brand equity theory. Some of the variables obtained include Online Customer Review, service quality, Online Customer rating, star seller, product quality, brand image, buyer experience, Privacy Perception, customer loyalty, convenience, information quality, information search, security perception, and advertising attractiveness. Some are mediating and moderating variables.

Keyword: *Customization, Trust in Online Marketplace*