

ABSTRACT

This research aims to analyze the effect of reliability, service quality, information quality, and perceived privacy on buying interest through perceived trust and value. The population used in this study is Semarang City active internet users and at least 1 time a product purchase transaction was made on the Tokopedia e-commerce. The number of samples used was 200 respondents. The data collection method used was a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 23.0 analysis tool.

The results of this study indicate that reliability, positive and significant effect on trust, service quality has a positive and significant effect on trust, information quality has a positive and significant effect on trust, and perceived privacy has a positive and significant effect on trust, trust has a positive and significant effect on value perceived, perceived value has positive and significant influence on buying interest and finally trust has a positive and significant effect on buying interest.

Keywords: Reliability, Service Quality, Information Quality, Perceived Privacy, Trust, Perceived Value, Purchase Interest.