ABSTRACT

The objectives of this study were following: The first objective was to identify the factors that affect a consumers' trust in an internet store. Last objective was to recommend for internet stores how to gain and sustain consumer trust.

This study proposed conceptual framework that was about factors that affect a consumers' trust in an internet store. Independent variables in this conceptual framework are perceived size, perceived reputation, perceived security control, perceived privacy control, perceived competence, and familiarity of consumer toward website of the internet store; and dependent variable is consumers' trust in an internet store.

The respondents are 150 selected graduate students and 50 senior undergraduate students of Assumption University. Amazon.com is selected as an internet store. Data was analyzed by using descriptive statistics and Pearson correlation coefficient (two-tailed test).

The findings suggested that:

1. There is a low positive relationship between ABAC graduate and senior undergraduate student perception of size, perception of competence of Amazon.com and their trust in Amazon.com

2. There is a medium positive relationship between ABAC graduate and senior undergraduate student's perception of the reputation, perception of security control, perception of privacy control, and familiarity of Amazon.com and their trust in Amazon.com

The results showed that factors that affect a consumers' trust in an internet store are perceived size, perceived reputation, perceived security control, perceived privacy control, perceived competence, and familiarity. In this study, the most influential factor on trust in an internet store is perception of privacy control. The researcher can rank the strength of the relationship between factors that affect trust in an internet store in descending order as follows:

Perceived privacy control > Familiarity > Perceived reputation > Perceived security control > Perceived size > Perceived competence.

The researcher recommends that Amazon.com and other internet stores should focus on privacy control. Privacy terms should be clear and ensure that they are strictly followed. Amazon.com and other internet stores should make their websites consumer friendly by investing in advertising and by teaching people how to search for information about products. Security control and building a reputation should be considered. Amazon.com and other internet stores should let other famous software company such as Microsoft protect their websites and they should not be unfair, do something bad, or cheated consumer.