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International Journal of Integrated Engineering **Open Access**
Volume 11, Issue 5, 2019, Pages 204-210

User acceptance model for assessing trust on electronic transaction succession (Article) **(Open Access)**

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Abstract

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Trust is very important for the sustainability of an online business. Take care of the trust of customers is a must for an online store that is very different from the normal physical store. Due to a number of situations, the seller and the buyer cannot meet in person, the customer cannot see the products we sell directly and the payment process must be through a bank transfer or with an online payment system. This study report and combine technology acceptance model within an information system (IS) success model in the context to assessing trust on electronic transaction succession. The researcher has developed the model base on the input-process-output the IS success models. Study observes how trust and risk affect an Internet consumer's related with intention to use. Development of theoretical framework de- scribing that trust making process a consumer uses when purchase. Success of an electronic transaction on many factors, one of the important is trust. Acquiring customer trust depends on many things such as web site, quality service, and trust tendency. This paper analyses the role of trust from the transaction perspective to building customer trust. © 2019 UTHM Publisher. All rights reserved.

SciVal Topic Prominence ⓘ

Topic: Data privacy | Research | Online privacy

Prominence percentile: 99.197 ⓘ

Author keywords

Customer trust | Electronic transaction system | IS model | Perceived trust risk | Technology acceptance model

ISSN: 2229838X
Source Type: Journal
Original language: English

DOI: 10.30880/ijie.2019.11.05.026
Document Type: Article
Publisher: Penerbit UTHM

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