EFFECT OF REPUTATION AND WEB QUALITY ON CUSTOMER TRUST

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ABSTRACT

This research is focused on the influence of reputation and web quality on customer trust in Shopee Customers, Galuh Ciamis University students. The method used in this study is an explanatory survey method with a descriptive quantitative approach. Meanwhile, to analyze the data obtained, descriptive and verification analysis were used including simple correlation coefficient analysis, multiple correlation coefficient analysis, multiple regression analysis, determination coefficient analysis, and hypothesis testing using significance test t-test, and F test. The results of the study showed reputation and web quality. effect both partially and simultaneously on customer trust in Shopee customers, Universitas Galuh Ciamis students. Meanwhile, from the calculation of the simple correlation coefficient analysis, the relationship level is low.

Keywords: *Web Quality, Reputation, and Customer Trust*

1. INTRODUCTION

The development of technology globally is increasing very fast then we imagine. Almost all aspects of our lives are inseparable from technology. Starting from health, education, finance, religion, socio-culture, and almost all other aspects. Along with the times, technological developments can make it easier for humans to carry out activities starting from any news that we might be able to see on social media where there is a lot of information circulating that is useful for us to be able to maximize all the activities that exist today. We also need to know that with technology, all activities can run easily and practically so that it helps a lot for our future activities.

The internet is the most economical medium to use as a basis for information systems. This causes the internet to become a popular electronic medium for running a business, which is then known as electronic commerce or e-commerce (Dharma, 2006). Electric Commerce (e-Commerce) is a new concept that can be described as the process of buying and selling goods or services on the World Wide Web or commonly referred to as the internet [1] or the process of buying and selling or exchanging information through information networks including the internet [2]. Future business transactions are predicted to move from the marketplace (a shop or a place) to the market space (online). This is proven by the emergence of websites that sell products online such as Kaskus.com, Tokobagus.com, Shopee, Bukalapak, and others.

The increasing growth of e-commerce in Indonesia makes research on online marketplaces an interesting topic to research. Several factors that affect customer trust, such as buyer reviews and ratings, the ease of buying and selling transactions, shipping costs (postage), the reputation of the e-commerce platform, and also the reputation of the store itself (seller) are considered by buyers in choosing an online store. The more platforms there are, the more intense the competition between online marketplaces will be. Therefore, each online marketplace must be able to show its uniqueness and advantages in order to survive in the e-commerce market [3].

Here is some e-commerce that will grow in the Indonesian market in the second quarter of 2021.

Table 1.
**Number of e-commerce Visitors Q2 2021**

No	Name of Online Shop	Number of Visitors
1	Tokopedia	147.790.000
2	Shopee	129.996.700
3	Buka Lapak	29.460.000
4	Blibli	18.440.000
5	Bhinneka	6.996.700
6	Orami	6.260.000

Source: I price 2021

Based on this data, the marketplace/e-commerce in Indonesia with the most visitors in the second quarter of 2021 is Tokopedia. Referring to the data collected by iPrice, in the second quarter (Q2) 2021 Tokopedia is the e-commerce that gets the most monthly web visitors or visitors in Indonesia. Tokopedia's total number of visitors reached 147,790,000 monthly average. This numshopats shopee which now sits in the second rank of e-commerce with the most visitors 129,996,700 in the second quarter of 2021.

The main thing that a buyer considers when shopping online is whether they trust the website and trust the online seller on the website. Trust is the company's willingness to rely on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty, and kindness (Kotler & Keller 2016). Building trust can be difficult in online situations, companies impose stricter rules on their online business partners than on other partners. Business buyers worry that they will not get the right quality product or service delivered to the right place at the right time, and vice versa.

Shopee Indonesia adalah salah satu pusat perbelanjaan yang dikelola oleh Garena (berubah nama menjadi Shopee Indonesia is a shopping center managed by Garena (changed its name to SEA Group). The C2C (customer-to-customer) mobile marketplace business carried by Shopee allows its presence to be easily accepted by various levels of society, including in Indonesia. Shopee Indonesia was officially introduced in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. Since its launch, Shopee Indonesia has experienced very rapid development, even as of October 2017 the application has been downloaded by more than 25 million users. The following is a graph of the average Shopee Monthly Web visitors in the first quarter of 2020-third quarter of 2021:

Rata-rata Pengunjung Web Bulanan Shopee (Kuartal I 2020-Kuartal III 2021)
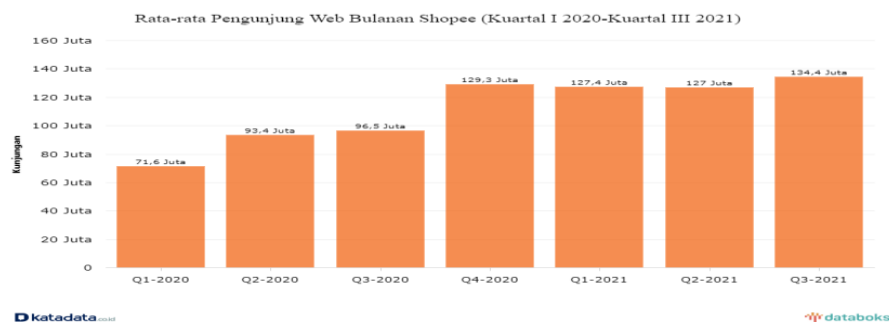
Source: katadata.com 2021

The average number of Shopee's monthly web visits was 134.4 million in the third quarter of 2021. This figure increased by 5.8% from the previous quarter of 127 million. The increase was the first time since falling for two consecutive quarters. It was recorded that the number of visits to the Shopee web was 129.3 million in the fourth quarter of 2020, up 34% from the previous quarter which was 96.5 million visits. If you look at the rankings, Shopee ranks second in e-commerce with the highest average monthly web visits. This position was obtained from the first quarter of 2021 to the third quarter of 2021. This position decreased from last year. Shopee managed to beat Tokopedia by being in the first place from the fourth quarter of 2019 to the fourth quarter of 2020. I Price gets monthly web visit data from SimilarWeb. This is calculated from the average website visitors.

The trust of certain parties in others in conducting transactional relationships is based on a belief that the person they trust will fulfill all obligations properly as expected. With trust in a certain online shopee, it can encourage consumers to be able to make online purchasing decisions at that shopee. Trust is the foundation of the creation of successful online purchasing decisions [4]. Based on the results of interviews with students at Galuh Ciamis University, there are still negative ratings on shopee which causes a lack of confidence to buy products at shopee, this negative assessment shows that there are still customers who are not satisfied with the services provided by Shopee. Overall, the value/rating obtained by Shopee is still above average or cannot be said to be satisfactory. Shopee is also inseparable from trust issues between sellers and buyers who feel aggrieved by cases of fraud by shopee sellers so it has an impact on shopee's reputation.

Shopee provides complete information about the seller's reputation so that consumers are free to compare and choose. The shopee site also offers a live chat feature to communicate directly with the seller. However, as reported by the Shopee website, there are still some negative reviews on the quality of the Shopee website. Website quality is something that really needs to be considered by all who carry out the online sales process, one of which is e-commerce. Not only seen from the attractive packaging but how to make consumers think that what they need they can find on the website so that customers will feel satisfied. Website quality is a very important factor in online sales and has its own value for consumers. [5] explained that a good website has operational qualities that allow buyers to carry out their e-shopping activities with ease and efficiency.

2. LITERATURE REVIEW
2.1. Reputation
Company reputation is one of the most important elements in the business world. Because a good or bad reputation is an important indicator of the company's success. According to Afdhal in Tarigan (2014) company's reputation is an intangible asset. According to Doney and Cannon in Tarigan (2014) that the company's reputation is related to the history or history of the company, especially in relation to other parties, whether it has a better relationship or not. Reputation is the result of communicating the identity felt by various stakeholders [6]

2.2 Web Quality
Website Quality is one of the concepts used in measuring website quality based on end-user perceptions. This concept is a development of SERVQUAL which was widely used before in measuring service quality. Website quality is a very important factor in online sales and has its own value for consumers. [5] explained that a good website has operational qualities that allow buyers to carry out their e-shopping activities with ease and efficiency. According to Raharjo (2011: 2) that the web is a service on the internet network in the form of an information space. With the web, users can obtain or find the desired information by following the link (hyperlink) provided in the document displayed by the web browser application.

2.3 Customer Trust
Trust is the belief that a person will get what is expected of others. Trust involves a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and an expectation that is generally held by someone that the words, promises, or statements of others can be trusted. Trust is also a foundation of business. According to Kotler and Keller (2012: 225). Trust is the company's willingness to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors, such as company competence, integrity, honesty, and kindness.

3. RESEARCH METHODOLOGY
The method used in this study is an explanatory survey method with a descriptive quantitative approach. Meanwhile, to analyze the data obtained, descriptive and verification analysis was used including simple correlation coefficient analysis, multiple correlation coefficient analysis, multiple regression analysis, coefficient of determination analysis, and hypothesis testing using significance test t-test, and F test. The population in this study was students. at Galuh University, Faculty of Economics, as many as 138 people use the Shopee application. The techniques used in collecting data are questionnaires, interviews, and observations.

4. RESULTS AND DISCUSSION
Research Results About the Effect of Reputation on Customer Trust in Shopee Customers Students of Galuh Ciamis University
Find the values of the regression calculation and the correlation of reputation to customer trust as follows:

a Simple Correlation Coefficient Analysis
To determine the level of relationship between reputation variables on customer trust, correlation analysis is used using the formula:

$$r x_1 y = \frac{n(\sum x_1 y) - (\sum x_1)(\sum y)}{\sqrt{\{n\sum x_1^2 - (\sum x_1)^2\}\{n\sum y^2 - (\sum y)^2\}}}$$

$$r x_1 y = \frac{79(79480)-(2528)(2468)}{\sqrt{\{79.82232-(2528)^2\}\{79.77910-(2468)^2\}}}$$

$$r x_1 y = \frac{6278920-6239104}{\sqrt{\{6496328-6390784\}\{6154890-6091024\}}}$$

$$x_1 y = \frac{39816}{\{105544\}\{63866\}}$$

$$x_1 y = \frac{39816}{\sqrt{6740673104}}$$

$$x_1 y = \frac{39816}{82101,60232}$$

$$x_1 y = 0,485$$

Table 3
Interpretation of correlation coefficient X to Y

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	**Currently**
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Based on the results of these calculations indicate that the relationship between reputation and customer trust is 0.485 in the medium category, meaning that the reputation for customer trust in Shopee Customers, Galuh Ciamis University students have a moderate relationship. The r value is also positive, meaning that the relationship between reputation and customer trust in employees, has a positive relationship, this means that if the reputation is good then the satisfaction of customer trust is high.

a Coefficient of Determination

To determine the percentage of influence between the dependent variable, as well as to determine the influence of other factors outside the independent variable, the following formula is used:

Kd = r2 × 100
Kd = (0.485)2 × 100
Kd = 0.235× 100
Kd = 23.5%

Based on these calculations, it can be concluded that the influence of reputation on customer trust is 23.5% while the remaining 76.5% is influenced by other factors not examined.

a T Uji test
To determine the significance, the following formula is used:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-(r)^2}}$$

$$t = \frac{0,485\sqrt{79-2}}{\sqrt{1-(0,485)^2}}$$

$$t = \frac{0,485\sqrt{84}}{\sqrt{0,765}}$$

$$t = \frac{4,255507471}{0,874642784}$$

$$t = 4,865$$

The results of the t-count are then compared with For t-table with a significance level used is 0.05. For the two-party test and dk = n-2 (79-2= 77), then the t table is 1.664 (based on the t distribution table in the attachment) and the significance value is 0.000. So it can be explained that the hypothesis H1 is:

t count 4.865 > t table 1.664 or, sig 0.000 <0.05 then H1 is accepted, meaning that there is an influence of reputation on customer trust.

Research on the Effect of Web Quality on Customer Trust in Shopee Customers Students of Galuh Ciamis University To find out the values of the regression calculation and the correlation of web quality on customer trust are as follows:

b. Simple Correlation Coefficient Analysis

To determine the level of relationship between web quality variables on customer trust, correlation analysis was used using the formula:

$$x_2 y = \frac{n(\sum x_2 y) - (\sum x_2)(\sum y)}{\sqrt{\{n\sum x_2^2 - (\sum x_2)^2\}\{n.\sum y^2 - (\sum y)^2\}}}$$

$$r x_2 y = \frac{79(59578) - (1898)(2468)}{\sqrt{\{79.46330 - (1898)^2\}\{79.77910 - (2468)^2\}}}$$

$$r x_2 y = \frac{4706662 - 4684264}{\sqrt{\{3660070 - 3602404\}\{6154890 - 6091024\}}}$$

$$x_2 y = \frac{22398}{57666\}\{63866\}}$$

$$x_2 y = \frac{22398}{\sqrt{3682896756}}$$

$$x_2 y = \frac{22398}{60686,87466}$$

$$x_2 y = 0,369$$

Table 4
Interpretation of correlation coefficient X to Y

Relationship Level	Coefficient Interval
0,00 – 0,199	Very low
0,20 – 0,399	**Low**
0,40 – 0,599	Currently
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Based on the results of these calculations indicate that the relationship between reputation and customer trust is 0.369 in the low category, in accordance with table 4, it means that web quality on customer trust in Shopee Customers, Universitas Galuh Ciamis has a moderate relationship. The r value is also positive, meaning that the relationship between reputation and trust employee customers have a positive relationship, this means that if the web quality is good, the satisfaction of customer trust is high.

a. Coefficient of Determination
To determine the percentage of influence between the dependent variable, and to determine the influence of other factors outside the independent variable, the following formula is used:

$Kd = r^2 \times 100$
$Kd = (0,369)^2 \times 100$
$Kd = 0,136 \times 100$
$Kd = 13,6\%$

Based on these calculations, it can be concluded that the effect of web quality on customer trust is 13.6% while the remaining 86.4% is influenced by other factors not examined.

T-test To determine the significance, the following formula is used:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-(r)^2}}$$

$$t = \frac{0,369\sqrt{79-2}}{\sqrt{1-(0,369)^2}}$$

$$t = \frac{0,369\sqrt{77}}{\sqrt{0,864}}$$

$$t = \frac{3,238618786}{0,929516003}$$

$$t = 3,484$$

The results of the t-count are then compared with For t-table with a significance level ( ) used is 0.05. For the two-party test and dk = n-2 (79-2= 77), then the t table is 1.664 (based on the t distribution table in the attachment) and the significance value is 0.000. So it can be explained that the hypothesis H1 is:
t count 3.484 > t table 1.664 or, sig 0.000 <0.05 then H1 is accepted, meaning that there is an influence of web quality on customer trust.

2. Research on the Effect of Reputation and Web Quality on Customer Trust in Shopee Customers, Galuh Ciamis University Students. To find out the values of the regression calculation and the correlation of reputation and web quality on customer trust are as follows:

a. Multiple Correlation Coefficient Analysis
To determine the direction and strength of the relationship between reputation and web quality on customer trust, correlation analysis is used. Given that rx1y is 0.485 and rx2y is 0.369. While the value of x1x2 is not known, s so that before substituting the value of r into the multiple correlation formula, first look for x1x2 using the formula:

$$rx_1x_2 = \frac{n.\sum X_1 X_2 - (\sum X_1)(\sum X_2)}{\sqrt{\{n.\sum X_1^2 - (\sum X_1)^2\}\{n\sum X_2^2 - (\sum X_2)^2\}}}$$

Then the multiple correlation coefficient of this research can be calculated as follows:
Dick: $rx_1y = 0,485$
$rx_2y = 0,369$

The first stage: $rx_1x_2 = \frac{n.\sum X_1X_2 - (\sum X_1)(\sum X_2)}{\sqrt{\{n.\sum X_1^2 - (\sum X_1)^2\}\{n\sum X_2^2 - (\sum X_2)^2\}}}$

$$rx_1x_2 = \frac{79(61199) - (2528)(1898)}{\sqrt{\{79(82232) - (2528)^2\}\{79(46330) - (1898)^2\}}}$$

$$rx_1x_2 = \frac{4834721 - 4798144}{\sqrt{\{6496328 - 6390784\}\{3660070 - 3602404\}}}$$

$$rx_1x_2 = \frac{36577}{\sqrt{(105544)(57666)}}$$

$$rx_1x_2 = \frac{36577}{\sqrt{6086300304}}$$

$$rx_1x_2 = \frac{36577}{78014,74415}$$

$$rx_1x_2 = 0,469$$

Table 5
Interpretation of the Closeness of the Correlation Coefficient

Relationship Level	Coefficient Interval
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	**Currently**
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

From the results of the analysis, the result of r is 0.469. Based on the interpretation of the level of influencer = 0.469 is included in the medium category and has a positive direction. Thus the level of correlation (relationship) between reputation and web quality is stated to have a moderate relationship.

Then it is distributed into the double correlation formula as

$$rx_1x_2y = \sqrt{\frac{r^2x_1y + r^2x_2y - 2\,(rx_1y).(rx_2y).(rx_1x_2)}{1 - r^2x_1x_2}}$$

follows:

$$rx_1x_2y = \sqrt{\frac{(0,485)^2 + (0,369)^2 - 2(0,235)(0,136)(0,220)}{1 - (0,469)^2}}$$

$$rx_1x_2y = \sqrt{\frac{0,371 - 0,167834737}{1 - 0,220}}$$

$$rx_1x_2y = \sqrt{\frac{0,204}{0,780}}$$

$$rx_1x_2y = \sqrt{0,2609234}$$

$$rx_1x_2y = 0,511$$

Table 6
Interpretation of the Closeness of the Correlation Coefficient

Relationship Level	Coefficient Interval
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	**Currently**
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Based on the results of these calculations, the results of r are 0.511. Based on the interpretation of r = 0.551, it is included in the medium category and has a positive direction. Thus, it shows that the relationship of reputation and web quality simultaneously (together) affects the variable of customer trust which is stated to have a moderate relationship. The value of r is also positive, meaning that if reputation and web quality (together) are good, customer trust will increase.

a. Coefficient of Determination

To determine the percentage of influence between the dependent variable, and to determine the influence of other factors outside the independent variable, the following formula is used:

$Kd = r^2 \times 100$

$Kd = (0,511)^2 \times 100$

$Kd = 0,261 \times 100$

$Kd = 26,1\ \%$

Based on these calculations, it can be concluded that the influence of reputation and web quality on customer trust is 26.1% while the remaining 73.9% is influenced by other factors not examined.

a. Multiple Linear Regression Analysis

This analysis is used to determine the degree or strength of the relationship between reputation and web quality variables that affect employee-customer trust simultaneously.

$\sum n = 55$

$\sum X_1 = 2528$

$\sum X_2 = 1898$

$\sum Y = 2468$

$\sum X_1^2 = 82232$

$\sum X_2^2 = 46330$

$\sum Y^2$ =77910
$\sum X_1 Y$ =79480
$\sum X_2 Y$ = 59578
$\sum X_1 X_2$= 61199

Plug the results of the statistical values into the formula:

a $\sum X_1^2 = \sum X_1^2 - \dfrac{(\sum X_1)^2}{n} = 82232 - \dfrac{(2528)^2}{79} = 1336$

b $\sum X_2^2 = \sum X_2^2 - \dfrac{(\sum X_2)^2}{n} = 46330 - \dfrac{(1898)^2}{79} = 729{,}95$

c $\sum Y^2 = \sum Y^2 - \dfrac{(\sum Y)^2}{n} = 77\,910 - \dfrac{(2468)^2}{79} = 808{,}43$

d $\sum X_1 Y = \sum X_1 Y - \dfrac{(\sum X_1)(\sum Y)}{n} = 79480 - \dfrac{(2528)(2468)}{79} = 504$

e $\sum X_2 Y = \sum X_2 Y - \dfrac{(\sum X_2)(\sum Y)}{n} = 59578 - \dfrac{(1898)(2468)}{79} = 283{,}52$

f $\sum X_1 X_2 = \sum X_1 X_2 - \dfrac{(\sum X_1)(\sum X_2)}{86} = 147987 - \dfrac{(2528)(1898)}{79} = 463{,}00$

Then plug the result of the sum of the squares into equations b1, b2, and a, as follows:

$b_1 = \dfrac{(\sum X_2^2)(\sum X_1 Y) - (\sum X_1 X_2)(\sum X_2 Y)}{(\sum X_1^2)(\sum X_2)^2 - (\sum X1X2)^2}$

$b_1 = \dfrac{(729{,}95)(504{,}00) - (463)(283{,}52)}{(1336{,}00)(729{,}95) - (463{,}00)^2}$

$b_1 = \dfrac{367894{,}4811 - 31269{,}2911}{975212{,}3544 - 214369{,}00}$

$b_1 = \dfrac{236625{,}1899}{760843{,}35}$

$b_1 = 0{,}311$

$b_2 = \dfrac{(\sum X_1^2)(\sum X_2 Y) - (\sum X_1 X_2)(\sum X_1 Y)}{(\sum X_1^2)(\sum X_2)^2 - (\sum X1X2)^2}$

$b_2 = \dfrac{(1336{,}00)(283{,}52) - (463)504}{(1336{,}00)(729{,}95) - (463{,}00)^2}$

$b_2 = \dfrac{378781{,}37 - 233352}{975212{,}3544 - 214369{,}00}$

$b_2 = \dfrac{145429{,}37}{760843{,}35}$

$b_1 = 0{,}191$

$a = \dfrac{\sum Y}{n} - b_1\left(\dfrac{\sum X_1}{n}\right) - b_2\left(\dfrac{\sum X_2}{n}\right)$

$a = \dfrac{2468}{79} - 0{,}311\left(\dfrac{2528}{79}\right) - 0{,}191\left(\dfrac{1898}{79}\right)$

a = 31,241- 0,311 (32) - 0,191 (24,025)

a = 31,241-9,952122249-4,592254826

a = 16,636

From the calculation of the simple regression analysis, it can be seen that the regression equation is:

$Y = a + b_1 X_1 + b_2 X_2$

   = 16,636 + 0.331 + 0,191

This means that if the value of X1 increases by 1, the value of Y will increase by 0.331 as well as an increase in X2 of 1, then the value of Y will increase by 0.191. If X1 and X2 do not increase or are equal to zero, then the Y value is 20.522 or the perception of reputation and web quality has a positive effect on customer trust.

a. F Uji test

To analyze whether there is an effect between the independent and dependent variables determining the level of significance simultaneously, the F test is used. Furthermore, to determine the significance of the multiple correlations, it is sought first and then compared, with the following formula model:

$$F_{hitung} = \frac{\frac{R^2}{k}}{\frac{(1-r^2)}{n-k-1}} =$$

Information:

F = Magnitude Fcount

R = Double Correlation Coefficient

K = Number of independent variables

N = Number of samples

Dick: n = 79

K   = 2

R   = 0,511

$$F_{hitung} = \frac{\frac{R^2}{k}}{\frac{(1-r^2)}{n-k-1}}$$

$$F_{hitung} = \frac{\frac{0,551^2}{2}}{\frac{(1-0,551^2)}{79-2-1}}$$

$$F_{hitung} = \frac{0,1305}{\frac{0,739}{76}}$$

$$F_{hitung} = \frac{0,1305}{0,009723684}$$

$$F_{hitung} = 13,421$$

From the results of the analysis, it is known that the calculated F is 13,421. The calculated F value is then compared with the F table. The F table value is calculated from the numerator dk = 2 (because there are two X variables). Then the denominator is n-2-1= 79-2-1=76 so the value of F table is 3.12. So it can be explained that H3 is: F count 13,421 > F table 3,117 then H3 is accepted, meaning that there is an influence of reputation and web quality on customer trust.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the data that has been collected and the tests that have been carried out on the existing problems, the following conclusions can be drawn:

1. Reputation for Shopee students, at Universitas Galuh Ciamis, is high. Reputation has a positive effect on customer trust in Shopee students, Universitas Galuh Ciamis. But from the calculation of the simple correlation coefficient analysis, the level of the relationship is low.

2. Web Quality on Shopee customers, Universitas Galuh Ciamis students is high. Web quality has a positive effect on customer trust in Shopee customers, Galuh Ciamis University students. But from the calculation of the simple correlation coefficient analysis, the level of the relationship is low.

3. Trust in Shopee customers, Universitas Galuh Ciamis students is high. Reputation and web quality simultaneously affect customer trust in Shopee's customers, Universitas Galuh Ciamis students. But from the calculation of the simple correlation coefficient analysis, the level of the relationship is moderate.

5.2 Suggestions

Based on the data that has been collected and the tests that have been carried out on existing problems, the following suggestions can be made:

1. The reputation of shopee for students at Galuh Ciamis University is good. However, there are several things that need to be improved, namely the credibility indicator where shopee should always innovate both web services, multiply the products needed by all groups in order to be able to continue to compete with other market places, then tighten shopee sellers in guaranteeing the product images provided by shopee are in accordance with the original.

2. Web Quality shopee at Galuh Ciamis University students overall is good. However, there are several things that need to be improved, namely the information quality indicator where it is better for shopee

to increase the complete product marketed according to customer needs, clarifying product information listed on the shopee website (such as providing real photos of products and product characteristics such as size, width, color, etc.). Which is available.

3. Shopee customers' trust in Galuh Ciamis University students is overall good. However, there are several things that need to be improved, namely the integrity indicator, where shopee should improve the quality of the products offered in accordance with the product specifications listed, and increase the timeliness of product delivery in accordance with the delivery estimate informed by Shopee.

4. For further researchers, it is better to conduct further research in connection with other discussion variables that can affect customer trust such as providing guarantees, company integrity, brand image, and so on in order to improve research results.

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