

**B2C E-COMMERCE BUYER TRUST MEASUREMENT
(CASE STUDY OF A GOLD BARS ONLINE STORE)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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E-commerce has played a big part in the internet society. In this case trust is playing a big factor. The purpose of this research is to determine whether trust is a big factor in the recent decrease of the website traffic. The research will determine whether it is the main cause of the decrease of the website traffic or there is other factor that cause the decrease of the traffic.

Keywords: E-commerce, Website Traffic, Internet Society, Trust

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DEDICATION

I dedicate this work for my company that I am currently working in Jardin Traco, my family, and my country Indonesia

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I would like to thank my family for giving me the support and both of my Advisor Mr. James Purnama and Co-Advisor Mr. Kho I Eng who have helped me to give the idea of the research topic. And, for the advice during the thesis writing in these few months.

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