

Factors Affecting Trust and Satisfaction Level of Sellers and Buyers towards Online Marketplace

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Abstract. This study was aimed at investigating the satisfaction level of buyers and sellers towards online stores and its influencing factors. An online questionnaire was distributed to 100 buyers and 40 online sellers. The data obtained in the form of data on the level of confidence, the level of satisfaction with use. Then the data were analyzed by SPSS. The results of the calculation of the correlation, quality of goods affect 16%, ease of transaction affects 47%, and the security of transactions affects 16% of buyer satisfaction. For seller satisfaction, the convenience of the goods quality factor affects by 35%, the product factor favored the buyer affects 21% and the convenience factor and receipt of payment and receipt of timely payments affects 24%. This shows that the level of risk is decreasing, the privacy and security of buyers and sales are increasing. The level of customer satisfaction can be seen from the goods sent according to the catalog, received on time, the waiter as promised, quality goods Level of seller satisfaction if sales are high, payment of buyers' money from the marketplace on time.