

**THE IMPACT OF INFORMATION PRIVACY CONCERN AND TRUSTING  
BELIEF TOWARD PURCHASE INTENTION IN ELECTRONIC RETAILING IN  
PADANG, WEST SUMATERA**

**THESIS**

Thesis is submitted as partial of the requirement for a bachelor degree in  
Management Department - Faculty Of Economic



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**THE IMPACT OF INFORMATION PRIVACY CONCERN AND TRUSTING BELIEF TOWARD PURCHASE INTENTION IN ELECTRONIC RETAILING IN PADANG, WEST SUMATERA**

*Bachelor Thesis by Fathur Erzandika Putra;  
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**ABSTRACT**

This research has the purpose to find the impact of information privacy concern and trusting belief toward purchase intention in electronic retailing in Padang , West Sumatera. The data obtained through questionnaire, and samples were taken from 120 private company's employee in Padang such as from PT Kunango Jantan , PT Pasoka ,and CV Delima Tri Sakti. The data analyzed by using SPSS 16 and PLS 3.0. This research consist of three variabes, Information Privacy Concern as independent variable , Trusting Belief as dependent variable and Purchase Intention as mediating variable. The finding indicated information privacy concerns negatively influence purchase intention from the electronic retailing, information privacy concerns toward transacting with the electronic retailing influence trusting belief toward the retailer , trusting beliefs toward the online retailer will positively influence intent from online retailer, trusting belief mediates the effect of information privacy concerns toward purchase intention

**Keywords :** *Electronic Retailing , Information Privacy Concern , Trusting Belief , Purchase Intention.*

This thesis already examined and passed on 16<sup>th</sup> July 2018 . This abstaract already approved by supervisor and examiners :

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