

## ABSTRAK

*Customer trust merupakan nilai penting yang harus dimiliki oleh suatu sistem e-commerce, hal tersebut dimaksudkan agar pelanggan merasa aman dan nyaman dalam melakukan transaksi jual/beli. Untuk membangun nilai customer trust di dalam sistem e-commerce maka dalam proses perancangan dan pembangunan sistem harus disesuaikan dengan kaidah-kaidah keilmuan tentang kepercayaan (trust) yang dibangun berdasarkan tiga dimensi yaitu, kemampuan (ability), kemurahan hati (benevolence), dan integritas (integrity) serta membangun berbagai fitur pada sistem yang berkaitan dengan 7C framework Kearney (content, convinience, customer care, communication, connectivity, community, dan customization).*

*Dengan menggunakan CMS (Content Management System) sebagai dasar sistem, bantuan jQuery untuk beberapa fitur pada sistem, serta membangun fasilitas-fasilitas penting yang berkaitan dengan 7C framework pada sisi sarana komunikasi pelanggan dan vendor, informasi vendor yang jelas, informasi produk yang jelas, informasi tata cara melakukan transaksi, fasilitas klaim kerusakan produk yang dibeli, dukungan komunitas, dan berbagai fasilitas lainnya, kemudian diukur menggunakan dimensi kepercayaan maka sistem yang dibangun berhasil memiliki nilai customer trust yang cukup baik.*

**Kata Kunci:** *e-commerce, customer trust, 7C framework.*

## ABSTRACT

*Customer trust is an important value that must be possessed by an e-commerce system, it is intended that customers feel safe and comfortable in the transaction. To establish the value of customer trust in e-commerce systems then in the process of designing and building the system must be adapted to the rules of science on trust that was built based on three dimensions that is, the capacity (ability), generosity (benevolence), and integrity (integrity) and to build various features to the system associated with the 7C framework Kearney (content, convinience, customer care, communication, connectivity, community and customization).*

*By using a CMS (Content Management System) as the system base, jQuery support for several features of the system, and to build essential facilities associated with the 7C framework on customer and vendor communication media, detail vendor information, explicit product information, transaction information procedures, purchased products damage claims facility, community support, and other facilities, measured using the dimensions of trust then the system has successfully built good enough customer trust value.*

**Keywords:** *e-commerce, customer trust, 7C framework.*