

## ABSTRACT

E-commerce became a media that is very helpful in the effort to improve the economy businesses today, as evidenced by the number of site services a variety of companies in Indonesia which began expanding world of the Internet to expand its market share, where the transaction and sales are no longer limited by space and time so can be done anywhere and at any time in accordance with the will of the consumer. Conditions increasingly fierce competition makes the company must be able to maximize the use of their resources effectively and efficiently, one of them by creating and doing good imaging to influence consumers' views about their products, through brand. Although widely circulated in the market similar products from competitors' products, all of it will depend on the views of consumers towards the brand. If the consumer has been very understanding of the brand which he believed, then the consumer will increasingly trust the brand.

This research aims to examine the factors that influence online brand trust on the Site Applecoast Clothing. In this research, the method used is Quantitative Methods, and the Multiple Regression analysis models. The sample used in this study is 400 respondents. The data analysis technique used is multiple linear regression and hypothesis testing.

From the results show that the adjusted R square in this research is 0.710. It means that 71% of online brand trust is affected by the factor that influencing. While the rest, which is of online brand trust is effected by others variable which are not included in this research. Based on hypothesis testing, security, privacy, quality of Information, brand Name, WOM, past Experience, website design and navigation and perceived risk significantly affect the online brand trust either simultaneously or partially.

**Keywords : security, privacy, quality of information, brand name, WOM, perceived risk, online brand trust**