

# **The Effect of E-Commerce Fraud Regulatory Quality on Consumer Fraud Risk and Trust**

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## **Abstract**

This study aims for knowing influence from something quality e-commerce fraud regulation against trust and risk of fraud ever experienced by consumers. Method study use questionnaire with amount a sample of 120 respondents who had experienced fraud, the data obtained analyzed with use SmartPLS and SPSS. Research results showing that quality regulation related to e-commerce in Indonesia is considered capable give protection to consumer for avoid from risk of consumer fraud, quality existing fraud regulations have also capable increase trust consumer when use e-commerce to transact with provide a sense of security and fulfillment not quite enough answer to consumers when to do reporting cases of fraud experienced, and in research this no there is influence direct from trust consumers who mediate among quality fraud regulation against risk of consumer fraud. Study this could give consideration in making regulations in e-commerce in order to give protection to consumers for avoid from risk of e-commerce fraud from perspective of victims of e-commerce fraud, so that capable increase e-commerce consumers' trust with avoid from fraud risk.

**Keywords:** e-commerce, fraud, trust, consumers, regulation