Abstract

The evolution of computer technologies is a key factor for the change of human lifestyle including the way people purchase goods. Today, people can buy goods easily through the Internet or the electronic commerce system (E-Commerce). Nevertheless, purchasing goods through the Internet has a lot of drawbacks. The purchasers do not have a direct interaction with the sellers and have to make decision base on the pictures advertised in the Internet. The online payment also makes them feel risky. Therefore, trust on websites plays an important role on the E-commerce systems and need to be studied carefully. This current research studied the factors that impacted the trust on the websites and compared the efficiency of four different machine learning techniques in predicting the website trust. The results showed that the four computer techniques did not predict website trust differently from the user evaluation. Artificial neural network outperformed among all these techniques.