

## ABSTRAK

Perkembangan teknologi 4.0 telah masuk lebih jauh ke dalam kehidupan sehari-hari, *trust* pada teknologi 4.0 ini menjadi masalah kritis. Tujuan penelitian ini adalah untuk menciptakan model yang valid dan reliabel yang dapat menggambarkan *individual trust* dan *collective trust* pekerja Usaha Mikro-Kecil dan Menengah (UMKM). Tinjauan teori kepercayaan diidentifikasi secara spesifik berdasarkan *human based trust* (*propensity trust*), *human machine trust* (*trust for technology*), *trust for information technology* dan *collective trust*. SEM PLS digunakan untuk membangun model. Delapan hipotesis awal digunakan dalam pengembangan 36 item *individual trust* dan 20 item skala *collective trust*. Penelitian ini dilakukan pada bulan Maret-Juli 2019 dengan 200 responden di Yogyakarta. Konstruksi struktur model menggunakan PLS SEM dengan bantuan perangkat lunak WrapPls. Hasil analisis model diperoleh bahwa satu hipotesis ditolak dan tujuh hipotesis diterima. Variabel *trust for technology* (TT) dan *trust for information technology* (TIT) adalah variabel yang memiliki pengaruh signifikan terhadap *individual trust* (IT) dengan nilai koefisien jalur masing-masing sebesar 0,470 dan 0,40. Variabel *enviromental trust* (ET) mempengaruhi secara signifikan terhadap *collective trust* (CL) dengan nilai koefisien jalur 0,73 dan diikuti oleh variabel *culture* 0,21. Hasil uji model menunjukkan bahwa variabel *individual trust* tidak memiliki pengaruh yang signifikan dan tidak membentuk model formatif terhadap variabel *collective trust*.

## ABSTRACT

As technology 4.0 penetrate further into the everyday environments, trust in these technology 4.0 becomes a critical issue. The purpose of this research was to create a valid and reliable model that could reflective individual trust and collective trust of Micro-Small and Medium Enterprises (MSMEs) workers. Assesment of current trust theory identified measureble spesific to human based trust (propensity trust), trust in human machine (trust for technology), trust for information technology, collective trust. SEM PLS was used to construct the model. Eighth hypotesis subsumed the development of the 36 items individual trust and 20 items collective trust scale. This research was conducted in March-July 2019 with 200 participants in Yogyakarta. The construction of the model structure used PLS SEM with WrapPls software. The model analysis results obtained that one hypothesis was rejected dan seven hypotesis were accepted. The trust for technology (TT) and trust for information technology (TIT) variables are variables that have significant influence on individual trust (IT) with path coefficient values of 0.470 and 0.40 respectively. The environmental trust (ET) variable influences collective trust (CL) significantly with the path coefficient value of 0.73 and followed by the culture variable of 0.21. The model test results show that individual trust variable does not have a significant effect and does not form a formative model to collective trust variable.