

**THE INFLUENCE OF E-WOM, WEB QUALITY, PERCEIVED RISK,
AND PERFORMANCE EXPECTANCY TOWARDS BEHAVIOURAL
INTENTION WITH TRUST AS MODERATING VARIABLE
(STUDY OF CRYPTOCURRENCY)**

Thesis



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(Study of Cryptocurrency)

Hereby declare that this thesis was done and completed by the author solely and does not contain the work of other, save the few part which is used as reference for proper procedure of scientific papers.

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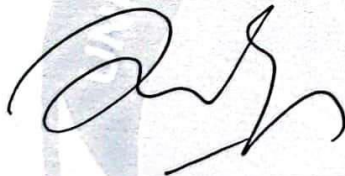
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ABSTRACT

The purpose of this research is to analyse cryptocurrency, their market and acceptance factors as means of exchange. More specifically, it is to find out how well-known cryptocurrency is, as well as the factors that affects the trust and acceptance towards the crypto market. This research is expected to give better understanding as to which factors has more effect towards users trust to a certain cryptocurrency or crypto coin. The target audience for this research are those who have been associated with crypto currency at least once and have the basic understanding of what cryptocurrency is and have bought or use one of them.

This research was made using a quantitative method, which results in statistical calculation forms. The data used were gathered by distributing questionnaires to at least 30 crypto users. The result of this research does confirm that there are factors that have more affect towards cryptocurrency than others and shows how the respondents first got into the world of cryptocurrency and started investing in them.

Keywords: *Cryptocurrency, E-WOM, trust, web quality, perceived risk, behavioural intention.*