

ABSTRAK

PENGARUH KEPERCAYAAN, *ELECTRONIC WORD OF MOUTH* DAN KUALITAS PELAYANAN TERHADAP MINAT BELI DI *E-COMMERCE* TOKOPEDIA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan kepercayaan, *electronic word of mouth*, dan kualitas pelayanan terhadap minat beli, (2) pengaruh secara parsial kepercayaan terhadap minat beli, (3) pengaruh secara parsial *electronic word of mouth* terhadap minat beli, (4) pengaruh secara parsial kualitas pelayanan terhadap minat beli. Sampel yang digunakan pada penelitian ini berjumlah 96 orang. Teknik pengambilan sampel yang digunakan adalah *purposive sampel*. Data sampel diperoleh dengan membagikan kuesioner kepada responden. Teknik analisis data dalam penelitian ini menggunakan analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan program IBM SPSS *statistic*. Hasil penelitian menunjukkan hasil bahwa (1) kepercayaan, *electronic word of mouth* dan kualitas pelayanan secara simultan berpengaruh signifikan terhadap minat beli konsumen, (2) kepercayaan secara parsial berpengaruh signifikan terhadap minat beli konsumen, (3) *electronic word of mouth* secara parsial berpengaruh signifikan terhadap minat beli konsumen, (4) kualitas pelayanan secara parsial berpengaruh signifikan terhadap minat beli konsumen.

Kata kunci: kepercayaan, *electronic word of mouth*, kualitas pelayanan, minat beli, *e-commerce*, Tokopedia

ABSTRACT

THE INFLUENCE OF TRUST, ELECTRONIC WORD OF MOUTH AND SERVICE QUALITY ON BUYING INTEREST IN E-COMMERCE TOKOPEDIA

Study on Tokopedia Consumers in Yogyakarta

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The purpose of this study was to determine: (1) the simultaneous influence of trust, e-WOM, and service quality on purchase interest, (2) the partial influence of trust on purchase interest, (3) the partial influence of e-WOM on purchase interest, (4) Partial impact of service quality on purchase interest. The sample used in this study consisted of 96 persons. The sampling technique used is purposive sampling. The sample data were obtained by distributing questionnaires to the respondents. Data analysis techniques in this study used descriptive analysis, classical acceptance testing, and multiple linear regression analysis using the IBM SPSS statistical program. The results show that: (1) trust, e-WOM and service quality have a simultaneously influence consumers' purchase interest at the same time, (2) trust partially influenced consumers' purchase interest, (3) e-WOM partially influenced consumer purchase interest. (4) Service quality partially influenced consumers' purchasing interest.

Keywords: trust, e-WOM, service quality, purchase intention, e-commerce, Tokopedia

