

## ABSTRAK

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### **PENGARUH *SOCIAL MEDIA USAGE*, *ELECTRONIC WORD OF MOUTH* YANG DI MEDIASI OLEH *TRUST* TERHADAP *PURCHASE DECISION INVOLVEMENT* PADA TOKOPEDIA**

Penelitian ini bertujuan untuk mengetahui pengaruh *social media usage*, *electronic word of mouth* yang di mediasi oleh *trust* terhadap *purchase decision involvement* pada tokopedia. Tokopedia merupakan E-commerce yang bersifat online guna pemilik bisnis di Indonesia dapat melakukan jual beli secara mudah dan bebas biaya serta memiliki keamanan yang terjamin. Pada saat ini, perusahaan Ecommerce seperti Tokopedia dikenal melalui media sosial dan perbincangan mulut ke mulut antar konsumen seperti dari iklan maupun dari rekomendasi orang sekitar. Tokopedia menjadi e-commerce nomor 1 di Indonesia namun terdapat permasalahan pada penurunan Tokopedia dan telah dikalahkan oleh Shopee. Berdasarkan hasil penelitian yang telah dibuat menunjukkan perusahaan dapat dikenal oleh masyarakat Indonesia karena muncul nya kepercayaan konsumen terhadap E-commerce Tokopedia dimana konsumen tidak bisa sembarangan memilih tempat untuk berbelanja dan hal ini sangat mempengaruhi *purchase decision involvement* dari pihak konsumen. Penelitian ini menggunakan metode pengumpulan data primer individual dengan menggunakan kuesioner sebagai medianya, yang diberikan kepada responden untuk mendapatkan data yang dibutuhkan dalam melakukan penelitian. Peneliti mengambil responden yang berdomisili di seluruh wilayah Indonesia. Responden dalam penelitian ini berjumlah 231 responden. Penelitian ini menggunakan pengolahan data dengan *Partial Least Square – Structural Equation Modeling (PLS-SEM)* dan dapat diolah dengan menggunakan *software SmartPLS*. Hasil penelitian menunjukkan bahwa variabel *Social media usage* dan *Electronic word of mouth* memiliki pengaruh positif dan signifikan, sehingga pelanggan akan melakukan *Purchase decision involvement* dimediasi oleh *Trust*. Pada model pengukuran terdiri dari uji validitas dan reliabilitas. Sedangkan model struktural terdiri dari uji R-square, T-statistik, Pvalue dan menguji hubungan konstruk dalam kerangka penelitian ini. Dalam penelitian ini menunjukkan bahwa variabel *Social media usage* memiliki pengaruh positif dan baik secara langsung maupun tidak langsung dimediasi oleh *trust* terhadap *Purchase decision involvement*. Variabel *Electronic word of mouth* memiliki pengaruh positif dan baik secara langsung maupun tidak langsung terhadap *Purchase decision involvement* dimediasi oleh *Trust*. Variabel *Trust* memiliki pengaruh positif dan baik secara langsung terhadap *Purchase decision involvement*.

Kata Kunci : *social media usage*, *electronic word of mout*, *trust* , *purchase decision involvement*

## ABSTRACT

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### ***THE INFLUENCE OF SOCIAL MEDIA USAGE, ELECTRONIC WORD OF MOUTH MEDIATED BY TRUST TO PURCHASE DECISION INVOLVEMENT IN TOKOPEDIA***

This study aims to determine the effect of using social media, electronic word of mouth mediated by trust on the involvement of purchasing decisions in Tokopedia. Tokopedia is an online e-commerce that allows business owners in Indonesia to buy and sell easily and free of charge and has guaranteed security. At this time, E-commerce companies such as Tokopedia are known through social media and word of mouth between consumers, such as from advertisements or from recommendations from people around. Tokopedia is the number 1 e-commerce in Indonesia, but there are problems with the decline of Tokopedia and this has been done by Shopee. Based on the results of the research that has been made, it shows that the company can be known by the Indonesian people because there is consumer confidence in Tokopedia E-commerce where consumers cannot choose where to shop and this greatly affects the involvement of purchasing decisions on the part of consumers. This study uses individual primary data collection methods using a questionnaire as the medium, which is given to respondents to obtain the data needed to conduct research. Researchers took respondents who live in all regions of Indonesia. Respondents in this study found 231 respondents. This study uses data processing with Partial Least Square – Structural Equation Modeling (PLS-SEM) and can be processed using SmartPLS software. The results showed that the variable use of social media and electronic word of mouth has a positive and significant influence, so that customers will engage in purchasing decisions mediated by trust. The measurement model consists of validity and reliability tests. While the structural model consists of R-square test, T-statistics, P-value and test the relationship construct within the framework of this research. This study shows that the variable use of social media has a positive influence and is either directly or indirectly mediated by trust on the involvement of purchasing decisions. Electronic word of mouth variable has a positive and direct and indirect influence on purchasing decisions. Involvement is mediated by trust. Trust variable has a positive and direct influence on the involvement of purchasing decisions.

*Keywords : social media usage, electronic word of mout, trust , purchase decision involvement*