

**ANTESEDEN DARI *E-SATISFACTION*, *E-TRUST* DAN DAMPAKNYA
TERHADAP *PURCHASE INTENTION* PADA KONSUMEN PEMBELI
UMKM DI TOKOPEDIA**

ABSTRAK

Seiring meningkatnya jumlah pengguna media sosial dan internet di Indonesia, mendorong munculnya berbagai solusi-solusi nyata yang berdampak pada bergesernya peta perekonomian nasional Indonesia. Namun dengan masuknya pandemi ke Indonesia menyebabkan banyak UMKM yang tidak mampu bertahan. Hal ini mendorong para pelaku usaha UMKM untuk berdigitalisasi dengan bergabung dengan salah satu *e-commerce* Tokopedia untuk terus bertahan hidup. Penelitian ini bertujuan untuk menganalisis anteseden yang dapat mempengaruhi kepuasan elektronik (*E-satisfaction*), kepercayaan elektronik (*e-trust*), dan dampaknya terhadap niat beli (*purchase intention*) pada konsumen Tokopedia pembeli produk UMKM. Metode pengambilan sampel dalam penelitian ini menggunakan purposive sampling dengan metode analisis *partial least squares equation modeling* (PLS-SEM) terhadap 190 responden. Hasil studi ini menunjukkan bahwa anteseden yang terdiri dari variabel *perceived ease of use*, *perceived usefulness* dan *social media marketing* telah signifikan mempunyai pengaruh positif terhadap niat beli melalui mediasi *e-satisfaction* dan *e-trust*.

Kata Kunci: *UMKM, Tokopedia, E-commerce, TAM, Perceived Ease of Use, Perceived Usefulness, Social Media marketing, E-satisfaction, E-trust, Purchase Intention*

**ANTECEDENTS OF E-SATISFACTION, E-TRUST AND THEIR IMPACT
ON PURCHASE INTENTION ON TOKOPEDIA MSME BUYERS
CONSUMERS**

ABSTRAK

Along with the increasing number of social media and internet users in Indonesia, encouraging the emergence of various real solutions that have an impact on shifting the map of the Indonesian national economy. However, with the entry of the pandemic into Indonesia, many MSMEs were unable to survive. This encourages MSME business actors to digitize by joining one of the e-commerce stores, Tokopedia, to continue to survive. This study aims to analyse the antecedents that can affect electronic satisfaction (E-satisfaction), electronic trust (e-trust), and their impact on purchase intention (purchase intention) on Tokopedia consumers who buy MSME products. The sampling method in this study used purposive sampling with the analysis method of partial least squares equation modelling (PLS-SEM) to 190 respondents. The results of this study indicate that the antecedents consisting of variables perceived ease of use, perceived usefulness and social media marketing have a significant positive influence on purchase intention through e-satisfaction and e-trust mediation.

Keywords: *MSMEs, Tokopedia, E-commerce, TAM, Perceived Ease of Use, Perceived Usefulness, Social Media marketing, E-satisfaction, E-trust, Purchase Intention*