

ABSTRAK

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ANALISIS PENGARUH *CONSUMER PERCEIVED CONVENIENCE*, *CONSUMER PERCEIVED VALUE*, *CONSUMPTION RISK*, *CUSTOMER SERVICE QUALITY* TERHADAP *CONSUMER'S PURCHASE INTENTION* MELALUI *CONSUMER TRUST* DAN *CONSUMER ATITUDE* PADA PENGGUNA SHOPEE DI SURABAYA

(xii + 157 halaman; 13 gambar; 19 tabel; 4 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *consumer perceived convenience*, *consumer perceived value*, *consumption risk*, dan *consumer service quality* terhadap *consumer purchase intention*, dengan mempertimbangkan peran *consumer trust* dan *consumer attitude* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif dan pengolahan data menggunakan Smart PLS 4. Pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan teknik *snowball sampling* dan data dikumpulkan melalui kuesioner yang disebarkan kepada 125 orang baik kepada pria maupun wanita yang berusia 18-60 tahun di Surabaya yang pernah menggunakan aplikasi shopee dan berbelanja setidaknya 2 kali dalam 3 bulan terakhir serta pernah menggunakan layanan customer service di shopee. Fokus utama dari penelitian ini adalah pengguna Shopee di Surabaya, sebuah kota yang menjadi pusat pertumbuhan e-commerce di Indonesia. Metode penelitian yang digunakan melibatkan pengumpulan data melalui survei yang disebarkan kepada pelanggan aktif Shopee di wilayah tersebut. Hasil analisis menunjukkan bahwa *consumer trust* secara signifikan mempengaruhi *consumer purchase intention*. Selain itu, *consumer trust* terbukti menjadi faktor penting yang memperkuat hubungan antara *consumer service quality* dan sikap terhadap *consumer purchase intention*. *Consumption risk* dapat diminimalisir melalui pendekatan *consumer service quality* yang responsif dan proaktif. Dengan memahami dinamika ini, Shopee dapat merancang strategi pemasaran yang lebih efektif dan berfokus pada peningkatan elemen-elemen kunci yang membangun loyalitas serta meningkatkan intensi pembelian di kalangan pengguna.

Kata Kunci : *Consumption Risk, Consumer Service Quality, Consumer Trust, Consumer Atitude, Consumer Purchase Intention.*

Refrensi: 110 (2013-2024)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF CONSUMER PERCEIVED CONVENIENCE, CONSUMER PERCEIVED VALUE, CONSUMPTION RISK, CUSTOMER SERVICE QUALITY ON CONSUMER'S PURCHASE INTENTION THROUGH CONSUMER TRUST AND CONSUMER ATTITUDE ON SHOPEE USERS IN SURABAYA

(xii + 157 pages; 13 figures; 19 tables; 4 appendices)

This research aims to analyze the influence of consumer perceived convenience, consumer perceived value, consumption risk, and consumer service quality on consumer purchase intention, by considering the role of consumer trust and consumer attitude as mediating variables. This research uses quantitative methods and data processing using Smart PLS 4. Data collection was carried out by distributing questionnaires using snowball sampling techniques and data was collected through questionnaires distributed to 125 people, both men and women aged 18-60 years in Surabaya who had used the application Shopee and shopped at least twice in the last 3 months and have used customer service at Shopee. The main focus of this research is Shopee users in Surabaya, a city which is the center of e-commerce growth in Indonesia. The research method used involved collecting data through surveys distributed to active Shopee customers in the area. The results of the analysis show that consumer trust significantly influences consumer purchase intention. In addition, consumer trust is proven to be an important factor that strengthens the relationship between consumer service quality and attitudes towards consumer purchase intention. Consumption risk can be minimized through a responsive and proactive consumer service quality approach. By understanding these dynamics, Shopee can design more effective marketing strategies and focus on improving key elements that build loyalty and increase purchasing intentions among users.

Keywords: *Consumption Risk, Consumer Service Quality, Consumer Trust, Consumer Attitude, Consumer Purchase Intention.*

References: 110 (2013-2024)