

ABSTRACT

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***THE EFFECT OF CUSTOMER TRUST AS MEDIATOR BETWEEN
PROMOTION, WORD OF MOUTH, AND E-SERVICE QUALITY ON
CUSTOMER PURCHASE DECISION OF NASI KERITING SUTOMO
MEDAN***

(xvi+109 pages; 9 figures; 40 tables; 15 appendixes)

Nasi Padang is a favourable dish in Indonesia, there are many Nasi Padang restaurant spread out in Indonesia, makes the competition in the industry tight. To increase the sales of Nasi Keriting Sutomo, there need to be research about customer purchase decision.

The research is conducted by spreading google form to people who have ever purchase from Nasi Keriting Sutomo Medan through online application, utilizing a quantitative research design with Structural Equation Modelling using Partial Least Squares (SEM-PLS) as the analytical method. An initial pre-test involving 30 respondents was carried out to evaluate the reliability and validity of the research instruments. Subsequently, data were collected from a total of 100 respondents for the main analysis.

The results showed that word of mouth and e-service quality have a significant influence on customer purchasing decisions at Nasi Keriting Sutomo, while promotion has no significant effect either directly or indirectly through customer trust. Thus, marketing strategies that focus on word of mouth and improving digital service quality are more effective in driving customer purchasing decisions.

Kata Kunci: Promotion, Word of Mouth, E-service Quality, Customer Trust, Customer Purchase Decision

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ABSTRAK

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PENGARUH KEPERCAYAAN PELANGGAN SEBAGAI PEMEDIASI ANTARA PROMOSI, WORD OF MOUTH, DAN E-SERVICE QUALITY TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN NASI KERITING SUTOMO MEDAN

(xvi+109 halaman; 9 gambar; 40 tabel; 15 lampiran)

Nasi Padang merupakan salah satu makanan yang digemari di Indonesia, banyaknya restoran nasi padang yang tersebar di Indonesia membuat persaingan di industri ini semakin ketat. Untuk meningkatkan penjualan Nasi Keriting Sutomo, perlu dilakukan penelitian mengenai keputusan pembelian konsumen.

Penelitian ini dilakukan dengan menyebarkan google form kepada orang-orang yang pernah membeli Nasi Keriting Sutomo Medan melalui aplikasi online, dengan menggunakan desain penelitian kuantitatif dengan Structural Equation Modelling menggunakan Partial Least Squares (SEM-PLS) sebagai metode analisis. Pre-test awal yang melibatkan 30 responden dilakukan untuk mengevaluasi reliabilitas dan validitas instrumen penelitian. Selanjutnya, data dikumpulkan dari total 100 responden untuk analisis utama

Hasil penelitian menunjukkan bahwa word of mouth dan e-service quality memiliki pengaruh signifikan terhadap keputusan pembelian pelanggan di Nasi Keriting Sutomo, sedangkan promosi tidak berpengaruh signifikan baik secara langsung maupun tidak langsung melalui kepercayaan pelanggan. Dengan demikian, strategi pemasaran yang berfokus pada word of mouth dan peningkatan kualitas layanan digital lebih efektif dalam mendorong keputusan pembelian pelanggan

Kata Kunci: Promotion, Word of Mouth, E-service Quality, Customer Trust, Customer Purchase Decision

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