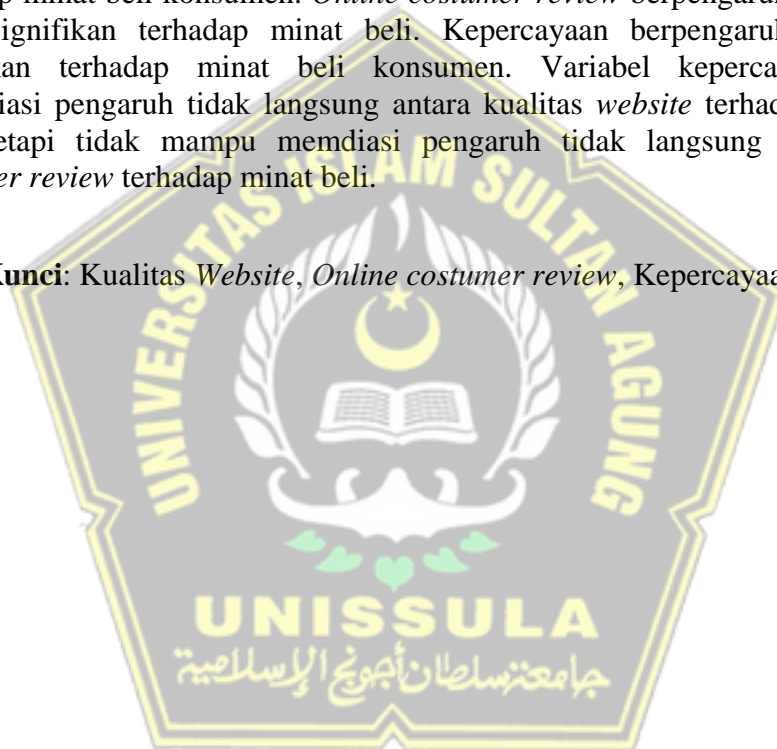


ABSTRAK

Studi ilmiah ini dimaksudkan untuk menganalisis serta mengidentifikasi mengenai bagaimana pengaruh kualitas *website*, *online costumer review* terhadap minat beli konsumen *online shop* Shopee dengan variabel kepercayaan sebagai intervening. Populasi dalam penelitian ini adalah para konsumen yang pernah melakukan transaksi di toko *online* Shopee dengan sampel sebanyak 100 responden yang diperoleh melalui metode *purposive sampling* dan dihitung menggunakan rumus Slovin. Penelitian ini menghasilkan beberapa kesimpulan ilmiah antara lain: Kualitas *website* berpengaruh positif dan signifikan terhadap kepercayaan konsumen. *Online costumer review* berpengaruh positif dan signifikan terhadap kepercayaan konsumen. Kualitas *website* berpengaruh positif terhadap minat beli konsumen. *Online costumer review* berpengaruh positif tetapi tidak signifikan terhadap minat beli. Kepercayaan berpengaruh positif dan signifikan terhadap minat beli konsumen. Variabel kepercayaan mampu memediasi pengaruh tidak langsung antara kualitas *website* terhadap minat beli akan tetapi tidak mampu memediasi pengaruh tidak langsung antara *online costumer review* terhadap minat beli.

Kata Kunci: Kualitas *Website*, *Online costumer review*, Kepercayaan, Minat Beli



ABSTRACT

This scientific study is intended to analyze and identify how the influence of website quality, online customer reviews on Shopee's online shop consumer buying interest with the variable trust as an intervening. The population in this study are consumers who have made transactions at Shopee's online shop with a sample of 100 respondents obtained through purposive sampling method and calculated using the Slovin formula. This study resulted in several scientific conclusions, including: Website quality has a positive and significant effect on consumer trust. Online customer reviews have a positive and significant effect on consumer confidence. Website quality has a positive effect on consumer purchase interest. Online customer reviews have a positive but insignificant effect on buying interest. Trust has a positive and significant effect on consumer buying interest. The trust variable is able to mediate the indirect effect between website quality on purchase intention but is not able to mediate the indirect effect between online customer reviews on purchase intention.

Keywords: *Website Quality, Online Customer Review, Trust, Purchase Interest*

