

ABSTRAK

Nama : Zulvia
Program Studi : Manajemen
Judul : Pengaruh E-WOM *Credibility* Terhadap *Purchase Intention* Melalui *Trust* Pada Pengguna Platform *E-commerce* Shopee Di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Penelitian ini bertujuan untuk menganalisis pengaruh E-WOM *credibility* terhadap *purchase intention* melalui *trust* pada pengguna platform *e-commerce* Shopee di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini dilatarbelakangi oleh perkembangan *e-commerce* yang semakin pesat sehingga mendorong konsumen untuk memanfaatkan ulasan elektronik (*electronic word of mouth*) sebagai sumber informasi sebelum melakukan pembelian. Oleh karena itu, kredibilitas ulasan dan kepercayaan konsumen menjadi faktor penting dalam membentuk niat pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data berupa data primer yang diperoleh melalui penyebaran kuesioner kepada 128 responden yang merupakan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh pengguna aplikasi Shopee. Teknik pengambilan sampel menggunakan *non-probability* sampling dengan metode *purposive sampling*, sedangkan pengukuran variabel menggunakan skala Likert. Teknik analisis data yang digunakan adalah *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa E-WOM *credibility* berpengaruh positif dan signifikan terhadap *purchase intention*, E-WOM *credibility* berpengaruh positif dan signifikan terhadap *trust*, serta *trust* berpengaruh positif dan signifikan terhadap *purchase intention*. Selain itu, *trust* terbukti mampu memediasi pengaruh E-WOM *credibility* terhadap *purchase intention* secara positif dan signifikan. Temuan penelitian ini menunjukkan bahwa semakin tinggi kredibilitas ulasan elektronik yang diterima konsumen, maka semakin tinggi pula tingkat kepercayaan dan niat pembelian konsumen pada platform Shopee.

Kata Kunci: E-WOM *Credibility*, *Trust*, *Purchase Intention*,

ABSTRACT

Name : Zulvia
Study Program : Management
Title : *The Effect of E-WOM Credibility on Purchase Intention Through Trust Among Users of the Shopee E-commerce Platform at the Faculty of Economics and Business, Malikussaleh University*

This study aims to analyze the effect of E-WOM credibility on purchase intention through trust among users of the Shopee e-commerce platform at the Faculty of Economics and Business, Malikussaleh University. This study is motivated by the rapid growth of e-commerce, which encourages consumers to utilize electronic word-of-mouth (E-WOM) reviews as a source of information before making purchasing decisions. Therefore, the credibility of electronic reviews and consumer trust have become important factors in shaping purchase intention. This study employed a quantitative approach using primary data collected through questionnaires distributed to 128 respondents who were students of the Faculty of Economics and Business, Malikussaleh University and users of the Shopee application. The sampling technique used was non-probability sampling with a purposive sampling method, while the variables were measured using a Likert scale. The data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The results indicate that E-WOM credibility has a positive and significant effect on purchase intention, E-WOM credibility has a positive and significant effect on trust, and trust has a positive and significant effect on purchase intention. Furthermore, trust is proven to positively and significantly mediate the effect of E-WOM credibility on purchase intention. These findings indicate that the higher the credibility of electronic reviews perceived by consumers, the higher the level of consumer trust and purchase intention toward the Shopee platform.

Keywords: E-WOM Credibility, Trust, Purchase Intention