ABSTRAK

Penelitian bertujuan untuk mengetahui bagaimana pengaruh *product description, product awareness, enduring involvement, situational involvement,* dan *perceived trust* terhadap *purchase intention* pada *marketplace* Shopee di Kota Lhokseumawe. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dengan cara membagikan kuesioner kepada 204 pengguna *marketplace* Shopee di Kota Lhokseumawe yang dipilih dengan menggunakan rumus *slovin* dengan tingkat ketelitian sebesar 7%. Teknik analisis data yang digunakan adalah analisis regresi linier berganda yang terdiri dari uji instrumen data yaitu uji validitas dan uji reliabilitas, kemudian uji asumsi klasik yang terdiri dari uji normalitas data, uji multikolinearitas, dan uji heteroskedastisitas, serta pengujian hipotesis yang terdiri dari uji regresi parsial dan uji koefisien determinasi dengan menggunakan bantuan perangkat lunak SPSS versi 26. Hasil penelitian menunjukkan bahwa *product description, product awareness, enduring involvement, situational involvement,* dan *perceived trust* berpengaruh positif dan signifikan terhadap *purchase intention* pada *marketplace* Shopee di Kota Lhokseumawe. Sementara itu, hasil uji koefisien determinasi juga diperoleh hasil bahwa *purchase intention* masyarakat Kota Lhokseumawe pada *marketplace* Shopee dipengaruhi oleh *product description, product awareness, enduring involvement, situational involvement,* dan *perceived trust* sebesar 82%, di mana hal tersebut menunjukkan bahwa *product description, product awareness, enduring involvement, situational involvement,* dan *perceived trust* memiliki korelasi atau hubungan yang kuat dengan *purchase intention marketplace* Shopee di Kota Lhokseumawe.

Kata Kunci : *Product Description, Product Awareness, Enduring Involvement, Situational Involvement, Perceived Trust, Purchase Intention*

ABSTRACT

The study aims to determine the effect of product description, product awareness, enduring involvement, situational involvement, and perceived trust on purchase intention on the Shopee marketplace in Lhokseumawe. The data used in this study consists of primary data obtained by distributing questionnaires to 204 Shopee marketplace users in Lhokseumawe, selected using the Slovin formula with a margin of error of 7%. The data analysis technique used is multiple linear regression analysis, which consists of data instrument tests namely validity and reliability tests followed by classical assumption tests, which include the normality test, multicollinearity test, and heteroscedasticity test, as well as hypothesis testing, which includes the partial regression test and the coefficient of determination test, using SPSS version 26. The results of the study indicate that product description, product awareness, enduring involvement, situational involvement, and perceived trust have a positive and significant effect on purchase intention on the Shopee marketplace in Lhokseumawe. Meanwhile, the results of the coefficient of determination test also showed that the purchase intention of residents of Lhokseumawe City on the Shopee marketplace is influenced by product description, product awareness, enduring involvement, situational involvement, and perceived trust by 82%, indicating that product description, product awareness, enduring involvement, situational involvement, and perceived trust have a strong correlation or relationship with purchase intention on the Shopee marketplace in Lhokseumawe City.

***Keywords** : Product Description, Product Awareness, Enduring Involvement, Situational Involvement, Perceived Trust, Purchase Intention.*