THE EFFECT OF ELECTRONIC WORD OF MOUTH AND TRUST ON PURCHASE DECISIONS WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES ON E-COMMERCE SHOPEE

ABSTRACT

E-commerce is a form of technological development in the economic field. Shopee provides the best service for the satisfaction of its consumers. The purpose of this study is to analyze the Effect of Electronic Word Of Mouth and Trust on Purchase Decisions with Consumer Satisfaction as an Intervening Variable in Shopee Ecommerce.

Primary data collection method using a questionnaire instrument. Sampling using purposive sampling and data analysis methods used in this research are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, path analysis test, F test, t-test, coefficient of determination test, path analysis, with using SPSS version 25. The data used in the form of primary data distributed via google form by informing through Whatsapp groups and instagram to 135 respondents.

The results showed that the Electronic Word of Mouth variable did not have a direct significant effect on purchasing decisions on e-commerce shopee, while the trust variable directly affected purchasing decisions through consumer satisfaction.

Keywords: electronic word of mouth, trust, purchasing decisions, consumer satisfaction.

Bibliography (2004 – 2022)