

ABSTRAK

PENGARUH E-WOM TERHADAP NIAT BELI PADA PLATFORM SHOPEE YANG DIMEDIASI OLEH KEPERCAYAAN EMOSIONAL (Studi pada generasi Z di Bandar Lampung)

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Penelitian ini bertujuan untuk menganalisis pengaruh electronic word of mouth (e-WOM) terhadap niat beli dengan kepercayaan emosional sebagai variabel mediasi pada pengguna platform e-commerce Shopee, khususnya generasi Z di Bandar Lampung. Latar belakang penelitian ini didasarkan pada semakin berkembangnya penggunaan e-commerce, di mana konsumen cenderung mengandalkan ulasan dan rekomendasi online sebagai sumber informasi utama sebelum melakukan pembelian. Selain itu, aspek emosional seperti kepercayaan juga menjadi faktor penting dalam memengaruhi keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada responden yang memenuhi kriteria penelitian. Metode analisis yang digunakan adalah Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa e-WOM berpengaruh positif dan signifikan terhadap niat beli, serta berpengaruh positif dan signifikan terhadap kepercayaan emosional. Selanjutnya, kepercayaan emosional juga berpengaruh positif dan signifikan terhadap niat beli, serta mampu memediasi pengaruh e-WOM terhadap niat beli secara signifikan. Dengan demikian, dapat disimpulkan bahwa e-WOM dan kepercayaan emosional merupakan faktor penting dalam meningkatkan niat beli konsumen pada platform e-commerce Shopee.

Kata kunci: *electronic word of mouth (e-WOM)*, kepercayaan emosional, niat beli, *e-commerce*, Shopee, generasi Z.

ABSTRACT

THE EFFECT OF ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION ON THE SHOPEE PLATFORM MEDIATED BY EMOTIONAL TRUST (A Study on Generation Z in Bandar Lampung)

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This study aims to analyze the effect of electronic word of mouth (e-WOM) on purchase intention with emotional trust as a mediating variable among users of the Shopee e-commerce platform, particularly Generation Z in Bandar Lampung. The background of this research is based on the rapid growth of e-commerce, where consumers tend to rely on online reviews and recommendations as the main source of information before making purchasing decisions. In addition, emotional aspects such as trust play an important role in influencing consumer purchase decisions. This study uses a quantitative approach with data collection techniques through questionnaires distributed to respondents who meet the research criteria. The data analysis method used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS). The results show that e-WOM has a positive and significant effect on purchase intention and also has a positive and significant effect on emotional trust. Furthermore, emotional trust has a positive and significant effect on purchase intention and is able to significantly mediate the effect of e-WOM on purchase intention. Therefore, it can be concluded that e-WOM and emotional trust are important factors in increasing consumer purchase intention on the Shopee e-commerce platform.

Keywords: electronic word of mouth (e-WOM), emotional trust, purchase intention, e-commerce, Shopee, Generation Z.