

## ABSTRAK

### **PENGARUH PERSEPSI KEAMANAN TRANSAKSI, ULASAN PRODUK, DAN *ENDORSEMENT* TERHADAP KEPERCAYAAN KONSUMEN PADA MARKETPLACE SHOPEE (STUDI PADA MAHASISWA PENDIDIKAN EKONOMI) FKIP UNIVERSITAS LAMPUNG**

Oleh

**MORGAN FERARY**

Penelitian ini bertujuan menganalisis pengaruh keamanan transaksi, ulasan produk, dan *endorsement* terhadap kepercayaan konsumen pada marketplace Shopee. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif verifikatif. Sampel penelitian terdiri dari 136 mahasiswa Program Studi Pendidikan Ekonomi FKIP Universitas Lampung angkatan 2022–2024 yang pernah berbelanja di Shopee, dipilih menggunakan *proportional random sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linear sederhana dan berganda dengan bantuan SPSS setelah melalui uji instrumen dan asumsi klasik.

Hasil penelitian menunjukkan bahwa keamanan transaksi, ulasan produk, dan *endorsement* berpengaruh positif dan signifikan terhadap kepercayaan konsumen, baik secara parsial maupun simultan. Temuan ini menegaskan pentingnya keamanan transaksi, keaslian ulasan produk, dan *endorsement* yang kredibel dalam meningkatkan kepercayaan konsumen pada belanja online.

**Kata kunci:** keamanan transaksi, ulasan produk, *endorsement*, kepercayaan konsumen, *e-commerce*.

## **ABSTRACT**

### **THE INFLUENCE OF PERCEIVED TRANSACTION SECURITY, PRODUCT REVIEWS, AND ENDORSEMENTS ON CONSUMER TRUST IN THE SHOPEE MARKETPLACE: A STUDY OF ECONOMIC EDUCATION STUDENTS AT THE FACULTY OF TEACHER TRAINING AND EDUCATION, UNIVERSITY OF LAMPUNG**

**By**

**MORGAN FERARY**

This study aims to analyze the influence of transaction security, product reviews, and endorsements on consumer trust in the Shopee marketplace. The research employed a quantitative approach using a descriptive–verificative method. The population consisted of students from the Economic Education Study Program, FKIP Universitas Lampung, cohorts 2022–2024, who had experience shopping on Shopee, with 48 respondents selected through proportional random sampling. Data were collected using questionnaires and analyzed through simple and multiple linear regression using SPSS after passing validity, reliability, and classical assumption tests. The results indicate that transaction security, product reviews, and endorsements each have a positive and significant effect on consumer trust, both partially and simultaneously. These findings suggest that improved transaction security, credible product review information, and trustworthy endorsements can strengthen consumer trust in online shopping activities.

**Keywords:** transaction security, product reviews, endorsement, consumer trust, e-commerce.