

**PENGARUH ULASAN PELANGGAN *ONLINE* TERHADAP MINAT BELI
MELALUI KEPERCAYAAN ELEKTRONIK
(Survei terhadap Generasi Z pada *Followers* Shopee Xiaomi *Official Store*)**

SKRIPSI

Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
Sarjana Pendidikan pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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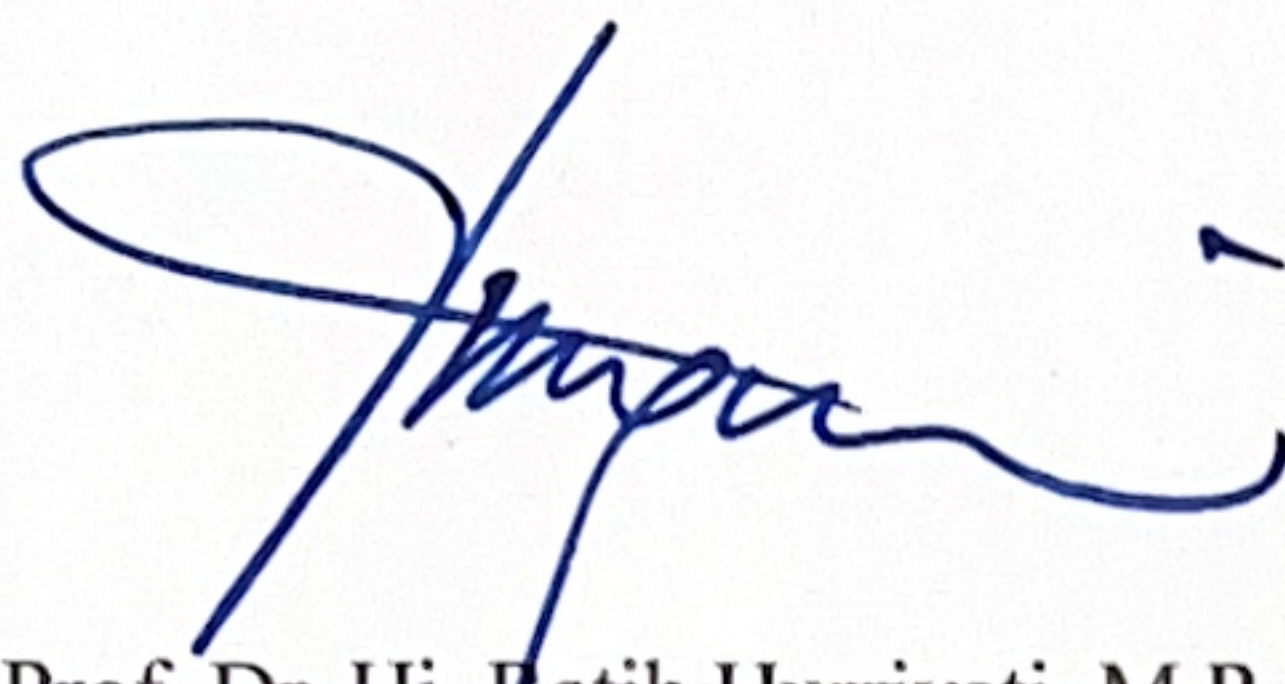
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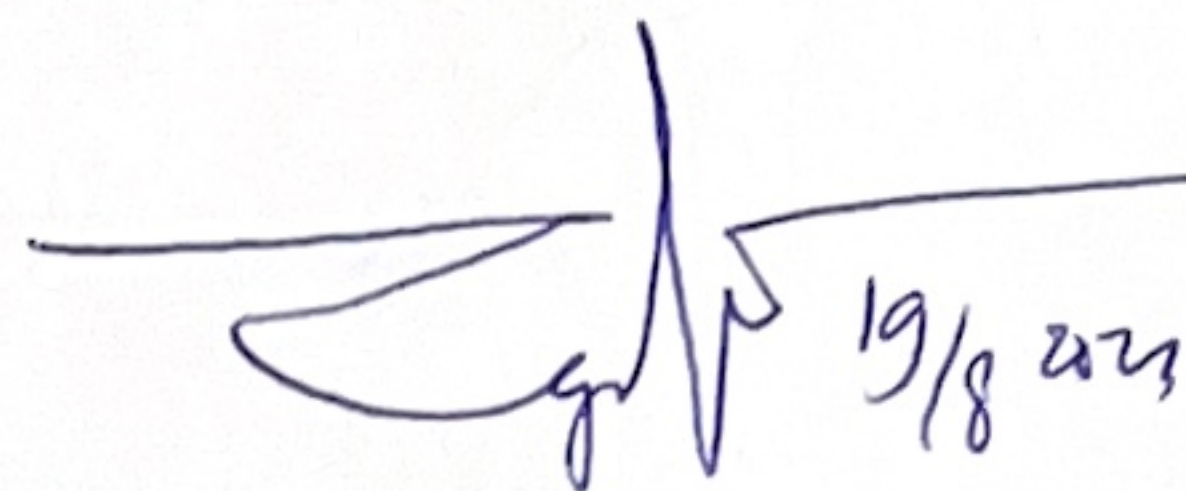
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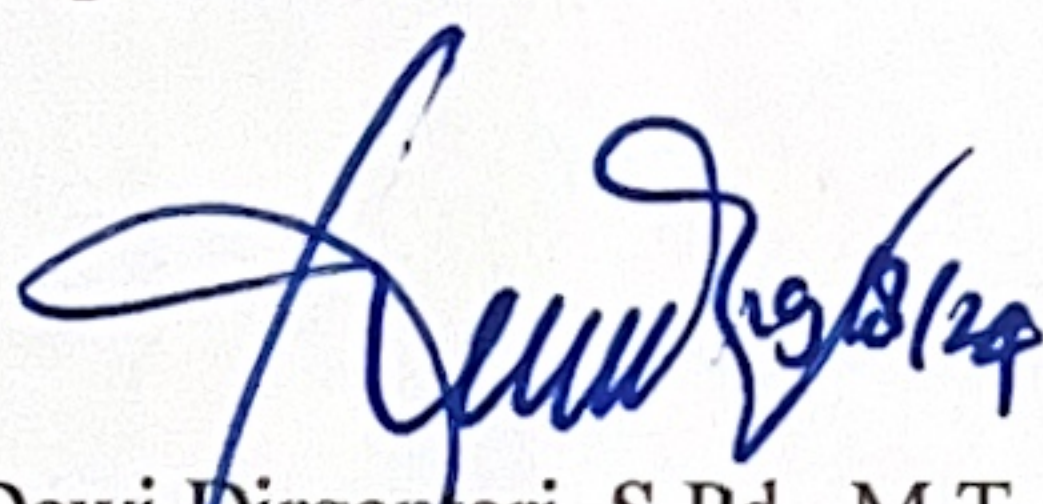


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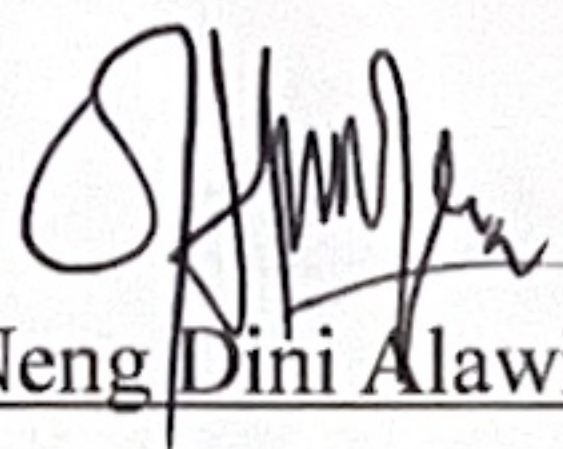


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ABSTRAK

Neng Dini Alawiyah (1902158) **“Pengaruh Ulasan Pelanggan *Online* terhadap Minat Beli melalui Kepercayaan Elektronik (Survei terhadap Generasi Z pada *Followers* Shopee Xiaomi Official Store)”** di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Drs. Girang Razati, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh ulasan pelanggan *online* terhadap minat beli melalui kepercayaan elektronik pada generasi *Z followers* Shopee Xiaomi Official Store di Pulau Jawa, Sumatera, Kalimantan dan Sulawesi. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel sebanyak 360 responden. Teknik analisis penelitian ini adalah analisis Regresi Linear Berganda dengan Variabel Mediasi dengan menggunakan program SPSS versi 26.0 for Windows. Hasil temuan pada penelitian ini menemukan bahwa gambaran ulasan pelanggan *online*, kepercayaan elektronik, minat beli berada pada kategori baik. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung ulasan pelanggan *online* masih memperoleh besaran pengaruh yang lebih rendah terhadap minat beli, dibandingkan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar toko *smartphone* Xiaomi di Shopee dapat meningkatkan, mengelola, dan memaksimalkan keberadaan ulasan pelanggan *online* melalui *perceived helpfulness*, *usefulness*, *social impact*, *benefit gaining*, dan *source credibility*.

Kata kunci: Kepercayaan Elektronik, Minat Beli, Ulasan Pelanggan *Online*

ABSTRACT

Neng Dini Alawiyah (1902158) “***The Influence of Online Customer Reviews on Purchase Intention through Electronic Trust (A Survey on Generation Z Followers of the Shopee Xiaomi Official Store)***” under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Drs. Girang Razati, M.Si.

This study aims to obtain an overview and examine the influence of online customer reviews on purchase intention through electronic trust among Generation Z followers of the Shopee Xiaomi Official Store in Java, Sumatra, Kalimantan, and Sulawesi. The research employs a descriptive and verificative approach. The method used is simple random sampling with a sample size of 360 respondents. The analysis technique applied in this research is Multiple Linear Regression with Mediation Variables, using SPSS version 26.0 for Windows. The findings of this study reveal that online customer reviews, electronic trust, and purchase intention are generally categorized as good. The research findings indicate that the indirect influence of online customer reviews on purchase intention is lower compared to the direct influence. Based on the results, the researcher recommends that Xiaomi smartphone stores on Shopee enhance, manage, and maximize the presence of online customer reviews by focusing on perceived helpfulness, usefulness, social impact, benefit gaining, and source credibility.

Keywords: E-trust, Online Customer Reviews, Purchase Intention

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