

**PENGARUH SOCIAL MEDIA USAGE,
ELECTRONIC WORD OF MOUTH, TRUST,
DAN PURCHASE-DECISION INVOLVEMENT
PADA SHOPEE INDONESIA**

Padmaranie Tanugraha
130215184

Jurusan Manajemen, Peminatan Manajemen Pemasaran
Dra.ec. Indarini, M.M., CPM (Asia)
Silvia Margaretha, S.E., M.M., CPM (Asia)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *social media usage* dan *electronic word of mouth* pada *trust* dan *purchase-decision involvement* dengan objek penelitian Shopee Indonesia. Jenis penelitian yang digunakan adalah *basic research* yang menggunakan 4 variabel yaitu *social media usage*, *electronic word of mouth*, *trust*, dan *purchase-decision involvement*. Sumber data yang digunakan adalah data primer yaitu dengan menyebarkan kuesioner secara *online*. Sampel yang digunakan dalam penelitian ini sebanyak 190 kuesioner. Data akan dianalisa menggunakan SEM (*Structural Equation Modeling*) dengan program SPSS (*Statistical Package for Social Sciences*) versi 18 dan program AMOS 22.0.0. Hasil penelitian ini menunjukkan *social media usage* dan *electronic word of mouth* memiliki pengaruh positif dan signifikan terhadap *trust* maupun *purchase-decision involvement*. *Trust* juga memiliki pengaruh positif dan signifikan terhadap *purchase-decision involvement* di Shopee Indonesia.

Kata kunci : *social media usage*, *electronic word of mouth*, *trust*, *purchase-decision involvement*

***THE IMPACT OF SOCIAL MEDIA USAGE,
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Padmaranie Tanugraha
130215184

Dicipline Management, Marketing Management Concentration

Dra.ec. Indarini, M.M., CPM (Asia)

Silvia Margaretha, S.E., M.M., CPM (Asia)

ABSTRACT

The purpose of this study was to identify and analyze the impact of social media usage and electronic word of mouth on trust and purchase-decision involvement with Shopee Indonesia object. The type of this research is basic research which uses 4 variables, that is social media usage, electronic word of mouth, trust, and purchase-decision involvement. Source of data used is primary data that is by distributing online questionnaires. The sample use in this study was 190 respondents. The data will be analyzed using Structural Equation Modeling via Statistical Package for Social Sciences program version 18 and AMOS program version 22.0.0. The result of this study indicate that social media usage and electronic word of mouth have positive and significant impact on trust and purchase-decision involvement. Trust also have positive and significant effect to purchase-decision involvement on Shopee Indonesia.

Keywords : social media usage, electronic word of mouth, trust, purchase-decision involvement