

JUDUL: PENGARUH *PERCEIVED WEB QUALITY*, *PERCEIVED BENEFIT*, *E-WOM* DAN *TRUST* TERHADAP *ONLINE SHOPPING ATTITUDES* PADA PENGGUNA SHOPEE DI SURABAYA.

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *perceived web quality*, *perceived benefit*, *e-word of mouth*, dan *trust* terhadap *online shopping attitudes* pada pengguna Shopee di Surabaya. Jenis penelitian yang digunakan adalah *basic business research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling* dengan sampel pengguna *platform e-commerce* Shopee. Responden yang digunakan dalam penelitian ini berjumlah 200 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 25 *for windows* dan juga AMOS versi 22.0 *for windows* yang digunakan untuk pengujian *Measurement Model (Outer Model)* dan *Structural Model (Inner Model)*.

Hasil penelitian ini menunjukkan bahwa *perceived web quality* memiliki pengaruh terhadap *e-wom* dan *perceived benefit*. *E-wom* dan *perceived web quality* juga berpengaruh terhadap *trust*. Serta *perceived benefit* dan *trust* yang sama – sama memiliki pengaruh pada *online shopping attitudes*. Namun *perceived web quality* tidak memiliki pengaruh terhadap *online shopping attitudes*.

Kata kunci : *perceived web quality*, *perceived benefit*, *e-wom*, *trust*, *online shopping attitudes*.

*TITLE: EFFECT OF BRAND PERCEIVED WEB QUALITY, PERCEIVED BENEFIT,
E-WOM AND TRUST ON SHOPEE CUSTOMER ATTITUDES IN SURABAYA*

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ABSTRACT

This study aims to prove the effect of perceived web quality, perceived benefit, e-word of mouth and trust on online shopper attitudes Shopee in Surabaya. The type of research used is basic business research with causal objectives and quantitative research approaches. This study uses a purposive sampling approach with the sample is Shopee. The number of respondents used in this study was 200 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS software version 25 for windows and AMOS version 22.0 for windows used for testing the Measurement Model (Outer Model) and Structural Model (Inner Model).

The results of this study show that the influence of perceived web quality has an influence on e-wom and perceived benefit. E-wom and perceived web quality has an influence on trust. Perceived benefit and trust has an influence on online shopping attitudes. But, perceived web quality has no effect on online shopping attitudes.

Keywords: perceived web quality, perceived benefit, e-wom, trust, online shopping attitudes.