

ABSTRAK

PENGARUH PROMOSI, *ELECTRONIC WORD OF MOUTH (E-WOM)* DAN PERSEPSI KEAMANAN TERHADAP MINAT BELI MELALUI KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA *E-COMMERCE* SHOPEE DI KOTA PADANG

Penelitian ini bertujuan untuk menganalisis pengaruh promosi, *electronic word of mouth*, dan persepsi keamanan terhadap minat beli melalui kepercayaan konsumen sebagai variabel intervening. Penelitian ini bersifat kuantitatif. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 100 orang konsumen shopee yang berdomisili di kota Padang. Metode analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan *software* SmartPLS versi 3.3.3. Hasil pengujian analisis menunjukkan bahwa Promosi berpengaruh positif dan signifikan terhadap kepercayaan konsumen. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap kepercayaan konsumen. Persepsi keamanan berpengaruh positif dan signifikan terhadap kepercayaan konsumen. Promosi berpengaruh positif dan signifikan terhadap minat beli. *Electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli. Persepsi keamanan berpengaruh positif dan signifikan terhadap minat beli. Kepercayaan konsumen berpengaruh positif dan signifikan terhadap minat beli. Promosi melalui kepercayaan konsumen berpengaruh positif yang tidak signifikan terhadap minat beli. *Electronic word of mouth* melalui kepercayaan konsumen berpengaruh positif yang tidak signifikan terhadap minat beli. Persepsi keamanan melalui kepercayaan konsumen berpengaruh positif yang tidak signifikan terhadap minat beli. Jadi dapat disimpulkan bahwa kepercayaan konsumen tidak memediasi pengaruh promosi, *electronic word of mouth*, dan persepsi keamanan terhadap minat beli.

Kata Kunci : Promosi, *Electronic Word of Mouth*, Persepsi Keamanan, Minat Beli, Kepercayaan Konsumen.

ABSTRACT

THE EFFECT OF PROMOTION, ELECTRONIC WORD OF MOUTH AND PERCEIVED SECURITY TO PURCHASE INTENTION WITH CONSUMER TRUST AS AN INTERVENING VARIABLE ON E-COMMERCE SHOPEE IN PADANG

This research aims to analyze the effect of promotion, electronic word of mouth, and perceived security to purchase intention with consumer trust as an intervening variable. This research is quantitative. The data collection method used a questionnaire with a sample of 100 shopee consumers in Padang. The analytical method used is Structural Equation Modeling (SEM) analysis based on Partial Least Square (PLS) with SmartPLS software version 3.3.3. The results showed that Promotion has a positive and significant effect on consumer trust. Electronic word of mouth has a positive and significant effect on consumer trust. Perceived security has a positive and significant effect on consumer trust. Promotion has a positive and significant effect on purchase intention. Electronic word of mouth has a positive and significant effect on purchase intention. Perceived security has a positive and significant effect on purchase intention. Consumer trust has a positive and significant effect on purchase intention. Promotion through consumer trust has a positive but not significant effect on purchase intention. Electronic word of mouth through consumer trust has a positive but not significant effect on purchase intention. Perceived security through consumer trust has a positive but not significant effect on purchase intention. It means consumer trust is not mediate the influence of promotion, electronic word of mouth, and perceived security on purchase intention.

Keywords : Promotion, Electronic Word of Mouth, Perceived Security, Purchase Intention, Consumer Trust.