

ABSTRAK

Lazada merupakan salah satu aplikasi *marketplace* terpopuler yang ada di Indonesia, tetapi masih terdapat banyak ulasan negatif dari para penggunanya. Penelitian ini bertujuan untuk: (1) mengetahui korelasi antara *electronic word of mouth* dan kepercayaan pelanggan; (2) mengetahui pengaruh parsial *electronic word of mouth* dan kepercayaan pelanggan terhadap minat beli; (3) mengetahui pengaruh simultan *electronic word of mouth* dan kepercayaan pelanggan terhadap minat beli pada *marketplace* Lazada studi kasus pada mahasiswa Universitas Buana Perjuangan Karawang. Penelitian ini dilakukan dengan menggunakan metode deskriptif kuantitatif. Jumlah sampel sebanyak 175 responden yang pernah menggunakan aplikasi Lazada dengan menggunakan teknik *non-probability sampling*. Metode pengumpulan data menggunakan kuisioner yang telah disebar kepada responden. Alat analisis menggunakan analisis jalur (*path analysis*) dengan alat bantu SPSS. Hasil dari penelitian ini menunjukkan bahwa terdapat korelasi antara *electronic word of mouth* dengan kepercayaan pelanggan yang sangat tinggi dan bernilai positif, *electronic word of mouth* berpengaruh secara parsial terhadap minat beli, kepercayaan pelanggan berpengaruh secara parsial terhadap minat beli. Terdapat pengaruh simultan *electronic word of mouth* dan kepercayaan pelanggan terhadap minat beli pada *marketplace* Lazada.

Kata kunci: *E-Wom*; Kepercayaan Pelanggan; Minat Beli



ABSTRACT

Lazada is one of the most popular marketplace applications in Indonesia, but there are still many negative reviews from its users. This study aims to: (1) determine the correlation between Electronic Word of Mouth and Customer Trust; (2) determine the partial effect of Electronic Word of Mouth and Customer Trust on Purchase Intention; (3) Knowing the simultaneous effect of Electronic Word of Mouth and Customer Trust on Purchase Intention on the Lazada marketplace case study on Buana Perjuangan University students. This research was conducted using a quantitative descriptive method. The number of samples is 175 respondents who have used the Lazada application using the non-probability sampling technique. Methods of data collection using questionnaires that have been distributed to respondents. The analysis tool uses path analysis with SPSS. The results of this study indicate that there is a correlation between electronic word of mouth and customer trust which is positive and very high. Electronic word of mouth has a partial effect on buying interest, customer trust has a partial effect on buying interest. There is a simultaneous influence of electronic word of goodness and customer trust on buying interest in the Lazada marketplace.

Keywords: E-Wom; Customer Trust; Purchase Interest

