

Pengaruh Reputasi, Kualitas *Website* dan *E-WOM* terhadap Minat Beli pada situs jual beli online Shopee di kabupaten Gresik, Dimas Iqbal Syarifudin, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Darul' Ulum Lamongan

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh reputasi, kualitas website, dan *electronic word of mouth* (E-WOM) terhadap minat beli konsumen pada situs jual beli online Shopee di Kabupaten Gresik. Latar belakang penelitian ini adalah perkembangan pesat belanja online di Indonesia dan kebutuhan untuk memahami faktor-faktor yang mempengaruhi perilaku konsumen dalam konteks e-commerce. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada 100 pengguna Shopee di Kabupaten Gresik. Data dianalisis menggunakan regresi linear berganda untuk menguji pengaruh variabel independen (reputasi, kualitas website, dan E-WOM) terhadap variabel dependen (minat beli). Hasil analisis menunjukkan bahwa reputasi, kualitas website, dan E-WOM secara simultan memiliki pengaruh signifikan terhadap minat beli dengan nilai F hitung sebesar 35.147 dan signifikansi 0,000. Secara parsial, variabel reputasi berpengaruh signifikan terhadap minat beli dengan nilai t hitung sebesar 7.302 ($p < 0,05$), kualitas website dengan nilai t hitung sebesar 4.302 ($p < 0,05$), dan E-WOM dengan nilai t hitung sebesar 7.302 ($p < 0,05$). E-WOM ditemukan memiliki pengaruh paling dominan dalam mempengaruhi minat beli konsumen.

Kata kunci: Reputasi, Kualitas Website, E-WOM, Minat Beli, *E-commerce*.

The Influence of Reputation, Website Quality and E-WOM on Purchase Interest on the Online Shopping Site Shopee in Gresik Regency, Dimas IqbalSyarifudin, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Darul' Ulum Lamongan

ABSTRAK

This study aims to examine the effect of reputation, website quality, and electronic word of mouth (E-WOM) on consumer purchase intention on the online shopping site Shopee in Gresik Regency. The background of this study is the rapid development of online shopping in Indonesia and the need to understand the factors that influence consumer behavior in the context of e-commerce. The research method used is a quantitative approach with data collection through questionnaires distributed to 100 Shopee users in Gresik Regency. Data were analyzed using multiple linear regression to test the effect of independent variables (reputation, website quality, and E-WOM) on the dependent variable (purchase intention). The results of the analysis show that reputation, website quality, and E-WOM simultaneously have a significant effect on purchase intention with a calculated F value of 35.147 and a significance of 0.000. Partially, the reputation variable has a significant effect on purchase intention with a t-value of 7,302 ($p < 0.05$), website quality with a t-value of 4,302 ($p < 0.05$), and E-WOM with a t-value of 7,302 ($p < 0.05$). E-WOM was found to have the most dominant influence in influencing consumer purchase intention.

Keywords: Reputation, Website Quality, E-WOM, Purchase Interest, E-commerce