

INTISARI

Penelitian ini berjudul Analisis Pengaruh Kepercayaan Konsumen dan E-Service Quality terhadap Keputusan Pembelian Diamond Game Mobile Legends Bang Bang di Codashop. Penelitian ini memiliki beberapa tujuan. Tujuan pertama untuk mengetahui pengaruh kepercayaan konsumen terhadap peningkatan keputusan pembelian. Tujuan yang kedua, untuk mengetahui pengaruh e-service quality terhadap peningkatan keputusan pembelian. Tujuan yang ketiga, untuk mengetahui pengaruh kepercayaan konsumen dan e-service quality terhadap peningkatan keputusan pembelian. Jenis penelitian ini adalah penelitian kuantitatif. Variabel penelitian terdiri dari dua variabel bebas yaitu kepercayaan konsumen dan e-service quality, dan satu variabel terikat yaitu keputusan pembelian. Populasi penelitian adalah pengguna Codashop dari Mahasiswa Universitas Amikom Purwokerto yang berjumlah 3.481 dengan sampel yang diambil menggunakan rumus slovin sebanyak 360 responden. Teknik analisis data untuk menjawab tujuan penelitian menggunakan teknik analisis uji t, uji F, dan uji determinasi. Analisis data dibantu dengan program SPSS 16. Hasil penelitian menunjukkan bahwa kepercayaan konsumen berpengaruh signifikan terhadap peningkatan keputusan pembelian diamond game mobile legends bang bang di Codashop. E-service quality berpengaruh signifikan terhadap peningkatan keputusan pembelian diamond game mobile legends bang bang di Codashop. Kepercayaan konsumen dan e-service quality berpengaruh secara simultan signifikan terhadap keputusan pembelian diamond game mobile legends bang bang di Codashop. Kepercayaan konsumen dan e-service quality bersama-sama berpengaruh terhadap keputusan pembelian diamond game mobile legends bang bang di Codashop.

Kata Kunci : Kepercayaan Konsumen, E-Service Quality, Keputusan Pembelian, Diamond, Game Mobile Legends Bang Bang, Codashop.

ABSTRACT

This study is entitled Analysis of the Influence of Consumer Trust and E-Service Quality on Purchase Decisions for Diamond Game Mobile Legends Bang Bang at Codashop. This research has several objectives. The first objective is to determine the effect of consumer trust on increasing purchasing decisions. The second objective is to determine the effect of e-service quality on increasing purchasing decisions. The third objective is to determine the effect of consumer trust and e-service quality on increasing purchasing decisions. This type of research is quantitative research. The research variables consist of two independent variables, namely consumer trust and e-service quality, and one dependent variable, namely purchasing decisions. The study population was Codashop users from Amikom Purwokerto University students, totaling 3,481 with samples taken using the slovin formula of 360 respondents. Data analysis techniques to answer research objectives using analysis techniques t test, F test, and determination test. Data analysis was assisted by the SPSS 16 program.

The results of the study show that consumer trust has a significant effect on increasing purchasing decisions for diamond mobile game legends bang bang at Codashop. E-service quality has a significant effect on increasing purchasing decisions for diamond mobile game legends bang bang at Codashop. Consumer trust and e-service quality have a significant simultaneous effect on purchasing decisions for diamond mobile game legends bang bang at Codashop. Consumer trust and e-service quality together influence the decision to buy diamond mobile game legends bang bang at Codashop.

Keywords: Consumer Trust, Quality of Service, Purchase Decision, Diamond, Mobile Legends Bang Bang Game, Codashop.