

ABSTRAK

Nama : Ranih

Program Studi : S1 Manajemen

Judul : PENGARUH *ELECTRONIC WORD OF MOUTH (E-WOM)*, KUALITAS PELAYANAN, DAN KEPERCAYAAN KONSUMEN TERHADAP MINAT BELI PRODUK LOKAL IBU DAN ANAK DI TOKO XYZ JAKARTA.

Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth (E-WOM)*, Kualitas Pelayanan, dan Kepercayaan Konsumen terhadap Minat Beli produk lokal ibu dan anak di Toko XYZ Jakarta, baik secara parsial maupun simultan. Penelitian ini dilatarbelakangi oleh semakin tingginya persaingan produk lokal ibu dan anak di era digital, di mana E-WOM, kualitas pelayanan, dan kepercayaan konsumen menjadi faktor penting yang mempengaruhi minat beli konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif dan verifikatif. Pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada 150 responden konsumen Toko XYZ Jakarta yang dipilih menggunakan teknik purposive sampling. Analisis data menggunakan metode Structural Equation Modeling – Partial Least Square (SEM-PLS) dengan perangkat lunak SmartPLS 3.0.

Hasil penelitian menunjukkan bahwa: E-WOM berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai koefisien jalur $\beta = 0,222$, T-statistik = 3,618, dan P-value = 0,000, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai koefisien jalur $\beta = 0,507$, T-statistik = 6,001, dan P-value = 0,000, dan merupakan variabel paling dominan, Kepercayaan Konsumen berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai koefisien jalur $\beta = 0,183$, T-statistik = 2,386, dan P-value = 0,017, E-WOM, Kualitas Pelayanan, dan Kepercayaan Konsumen secara simultan berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai R-Square sebesar 0,692, yang berarti ketiga variabel tersebut mampu menjelaskan 69,2% variasi Minat Beli konsumen.

Berdasarkan hasil penelitian dapat disimpulkan bahwa seluruh hipotesis dalam penelitian ini diterima. Kualitas Pelayanan merupakan faktor paling dominan dalam mempengaruhi Minat Beli produk lokal ibu dan anak di Toko XYZ Jakarta, diikuti oleh E-WOM dan Kepercayaan Konsumen.

Kata Kunci: *Electronic Word of Mouth (E-WOM)*, Kualitas Pelayanan, Kepercayaan Konsumen, Minat Beli, PLS-SEM

Bekasi, 28 Juli 2026



Ranih

ABSTRACT

Name : Ranih
Study Program : Bachelor of Management
Thesis Title : *The Influence of Electronic Word of Mouth (E-WOM), Service Quality, and Consumer Trust on Purchase Intention of Local Mother and Baby Products at Toko XYZ Jakarta*

This study aims to analyze the effect of Electronic Word of Mouth (E-WOM), Service Quality, and Consumer Trust on Purchase Intention of local mother and child products at Toko XYZ Jakarta, both partially and simultaneously. This research is motivated by the increasing competition of local mother and child products in the digital era, where E-WOM, service quality, and consumer trust have become important factors influencing consumer purchase intention. This study used a quantitative approach with descriptive and verificative research types. Data were collected through questionnaires distributed to 150 respondents who were consumers of Toko XYZ Jakarta, selected using purposive sampling technique. Data analysis was conducted using Structural Equation Modeling – Partial Least Square (SEM-PLS) method with SmartPLS 3.0 software.

The results showed that: E-WOM has a positive and significant effect on Purchase Intention with path coefficient $\beta = 0.222$, T-statistic = 3.618, and P-value = 0.000, Service Quality has a positive and significant effect on Purchase Intention with path coefficient $\beta = 0.507$, T-statistic = 6.001, and P-value = 0.000, and is the most dominant variable, Consumer Trust has a positive and significant effect on Purchase Intention with path coefficient $\beta = 0.183$, T-statistic = 2.386, and P-value = 0.017, E-WOM, Service Quality, and Consumer Trust simultaneously have a positive and significant effect on Purchase Intention with an R-Square value of 0.692, meaning these three variables are able to explain 69.2% of the variation in consumer Purchase Intention.

Based on the research results, it can be concluded that all hypotheses in this study are accepted. Service Quality is the most dominant factor in influencing Purchase Intention of local mother and child products at Toko XYZ Jakarta, followed by E-WOM and Consumer Trust.

Keywords: *Electronic Word of Mouth (E-WOM), Service Quality, Consumer Trust, Purchase Intention, PLS-SEM*

Bekasi, 28 July 2026



Ranih