

## ABSTRAK

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Pengaruh Sistem *Pre-Order* (PO) dan *Review* Produk terhadap Keputusan Pembelian Konsumen dengan *Customer Trust* sebagai Variabel Mediasi (Studi pada Ruang Entrepreneurer LP3I Collage Banten)

xvi + 95 hlm

Sistem *Pre-Order*, *Review* Produk, *Customer Trust*, Keputusan Pembelian Konsumen.

Perkembangan perdagangan digital mendorong konsumen semakin mempertimbangkan kepastian informasi, pengalaman konsumen lain, dan tingkat kepercayaan sebelum menentukan keputusan pembelian. Pelaksanaan Sistem *Pre-Order* pada Ruang Entrepreneur LP3I College Banten masih menghadapi permasalahan terkait kejelasan proses pemesanan, estimasi penyelesaian, dan waktu pengiriman, sedangkan *Review* Produk belum sepenuhnya memberikan informasi yang memadai bagi konsumen.

Kondisi tersebut berkaitan dengan pembentukan *Customer Trust* dan Keputusan Pembelian Konsumen. Penelitian menggunakan pendekatan kuantitatif asosiatif terhadap 125 mahasiswa semester 2 dan semester 4 melalui teknik *sampling* jenuh. Analisis data menggunakan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) melalui SmartPLS.

Hasil penelitian menunjukkan Sistem *Pre-Order* berpengaruh positif dan signifikan terhadap Keputusan Pembelian sebesar 0,322 dan *Customer Trust* sebesar 0,388. *Review* Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian sebesar 0,376 dan *Customer Trust* sebesar 0,426. *Customer Trust* berpengaruh positif dan signifikan terhadap Keputusan Pembelian sebesar 0,353 serta memediasi secara parsial pengaruh Sistem *Pre-Order* sebesar 0,137 dan *Review* Produk sebesar 0,150. Hasil tersebut menunjukkan bahwa Sistem *Pre-Order*, *Review* Produk, dan *Customer Trust* berperan dalam meningkatkan Keputusan Pembelian Konsumen.

**Kata Kunci:** Sistem *Pre-Order*, *Review* Produk, *Customer Trust*, Keputusan Pembelian Konsumen

## **ABSTRACT**

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*The Influence of the Pre-Order (PO) System and Product Reviews on Consumer Purchase Decisions with Customer Trust as a Mediating Variable (A Study at Ruang Entrepreneur LP3I College Banten)*

xvi + 95 pages

*Pre-Order System, Product Reviews, Customer Trust, Consumer Purchase Decisions*

*The development of digital commerce has encouraged consumers to increasingly consider the certainty of information, experiences of other consumers, and the level of trust before making purchasing decisions. The implementation of the Pre-Order System at Ruang Entrepreneur LP3I College Banten still faces several issues related to the clarity of the ordering process, completion estimates, and delivery time, while Product Reviews have not yet fully provided adequate information for consumers.*

*These conditions are related to the formation of Customer Trust and Consumer Purchase Decisions. This study employed a quantitative associative approach involving 125 second- and fourth-semester students using a saturated sampling technique. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS.*

*The results showed that the Pre-Order System had a positive and significant effect on Purchase Decisions by 0.322 and on Customer Trust by 0.388. Product Reviews had a positive and significant effect on Purchase Decisions by 0.376 and on Customer Trust by 0.426. Customer Trust had a positive and significant effect on Purchase Decisions by 0.353 and partially mediated the effect of the Pre-Order System by 0.137 and Product Reviews by 0.150. These findings indicate that the Pre-Order System, Product Reviews, and Customer Trust play important roles in improving Consumer Purchase Decisions.*

**Keywords:** *Pre-Order System, Product Reviews, Customer Trust, Consumer Purchase Decisions,*