

ABSTRAK

Anindya Restu Permana, Program Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhamadiyah Jember, Juli 2024. PENGARUH *SOCIAL MEDIA MARKETING*, *ONLINE CUSTOMER REVIEW*, DAN *E-SERVICE QUALITY* TERHADAP *PURCHASE DECISION* MELALUI *TRUST* SEBAGAI VARIABEL INTERVENING PADA BEKAM THERAPY CENTER JEMBER.

Penelitian ini bertujuan untuk mengetahui pengaruh positif dan signifikan *social media marketing*, *online customer review*, dan *e-service quality* terhadap *purchase decision* melalui *trust* pada Bekam Therapy Center Jember.

Penelitian ini merupakan penelitian kuantitatif dengan populasi penelitian customer Bekam Therapy Center. Sampel dalam penelitian ini berjumlah 104 orang. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebarkan kuesioner secara *online*. Analisis data menggunakan WarpPLS 7.0, dengan menggunakan analisis *inner model* dan *outer model* yang terdiri dari lima variabel, yakni *social media marketing* (X1), *online customer review* (X2), *e-service quality* (X3), *purchase decision* (Y), dan *trust* (Z).

Hasil penelitian menunjukkan bahwa 1) *social media marketing* tidak berpengaruh positif dan signifikan terhadap *purchase decision*, 2) *online customer review* berpengaruh positif dan signifikan terhadap *purchase decision*, 3) *e-service quality* berpengaruh positif dan signifikan terhadap *purchase decision*, 4) *trust* berpengaruh positif dan signifikan terhadap *purchase decision*, 5) *social media marketing* berpengaruh positif dan signifikan terhadap *trust*, 6) *online customer review* berpengaruh positif dan signifikan terhadap *trust*, 7) *e-service quality* berpengaruh positif dan signifikan terhadap *trust*, 8) *social media marketing* berpengaruh positif dan signifikan terhadap *purchase decision* melalui *trust*, 9) *online customer review* tidak berpengaruh positif dan signifikan terhadap *purchase decision* melalui *trust*, 10) *e-service quality* berpengaruh positif dan signifikan terhadap *purchase decision* melalui *trust*.

Kata kunci : *social media marketing*, *online customer review*, *e-service quality*, *trust*, *purchase decision*

ABSTRACT

Anindya Restu Permana, Master of Management Program, Faculty of Economic and Business Muhamadiyah Jember University, July 2024. THE EFFECT OF SOCIAL MEDIA MARKETING, ONLINE CUSTOMER REVIEW, AND E-SERVICE QUALITY ON PURCHASE DECISION THROUGH TRUST AS AN INTERVENING VARIABEL ON BEKAM THERAPY CENTER JEMBER.

This research aims to determined the positive and significant effect of social media marketing, online customer review, and e-service quality on purchase decision through trust on Bekam Therapy Center Jember.

This study is a part of quantitative research with customers Bekam Therapy Center as the whole population. The sample of this research is contain of 104 people. Data collection methods in this study used an online questionnaire. WarpPLS 7.0 is used for the data analysis, with inner model and outer model analysis, which is composed of social media marketing (X1), online customer review (X2), e-service quality (X3), purchase decision (Y), and trust (Z).

The result shows that; 1) social media marketing has no positive and significant effect to purchase decision, 2) online customer review has positive and significant effect to purchase decision, 3) e-service quality has positive and significant effect to purchase decision, 4) trust has positive and significant effect to purchase decision, 5) social media marketing has positive and significant effect to trust, 6) online customer review has positive and significant effect to trust, 7) e-service quality has positive and significant effect to trust, 8) social media marketing has positive and significant effect to purchase decision through trust, 9) online customer review has no positive and significant effect to purchase decision through trust, 10) e-service quality has positive and significant effect to purchase decision through trust.

Keywords : social media marketing, online customer review, e-service quality, trust, purchase decision