

RINGKASAN

Mochamad Irfan Noviandi. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Mei 2023. Pengaruh *Digital Marketing* dan *E-Trust* Terhadap *E-Purchase Decision* Melalui *E-Purchase Intention* Pengguna Platform Shopee.

Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing* dan *e-trust* terhadap *e-purchase decision* melalui *e-purchase intention* pengguna platform shopee. Penelitian ini dilakukan pada Mahasiswa di Kota Malang yang menggunakan platform shopee, Tahun 2023. Teknik pengumpulan data yang digunakan adalah kuesioner yang disebarakan secara *online* melalui Google Formulir. Pemilihan sampel yang digunakan dalam penelitian sebanyak 110 responden dengan menggunakan metode *purposive sampling*, yaitu teknik penentuan sampel dimana orang yang dipilih sebagai sampel sesuai dengan tujuan dilakukannya penelitian. pada pengolahan data penelitian ini dilakukan dengan menggunakan metode analisis jalur (*Path Analysis*).

Berdasarkan hasil penelitian ini dapat diketahui bahwa *digital marketing* berpengaruh positif dan signifikan terhadap *e-purchase intention*, *e-trust* berpengaruh positif dan signifikan terhadap *e-purchase intention*, *digital marketing* berpengaruh positif dan signifikan terhadap *e-purchase decision*, *e-trust* berpengaruh positif dan signifikan terhadap *e-purchase decision*, dan *e-purchase intention* berpengaruh positif dan signifikan terhadap *e-purchase decision*.

Kata kunci : *Digital Marketing, E-Trust, E-Purchase Decision, dan E-Purchase Intention*

SUMMARY

Mochamad Irfan Noviandi. Business Administration Study Program, Yudharta University Pasuruan. May 2023. The Influence of Digital Marketing and E-Trust on E-Purchase Decisions Through E-Purchase Intention of Shopee Platform Users.

This study aims to determine the effect of digital marketing and e-trust on e-purchase decisions through e-purchase intention of Shopee platform users. This research was conducted on students in Malang City who used the shopee platform, in 2023. The data collection technique used was a questionnaire distributed online via Google Forms. The sample selection used in the study was 110 respondents using the purposive sampling method, which is a sampling technique in which the people selected as samples are in accordance with the purpose of conducting the research. in processing the research data is carried out using the method of path analysis (Path Analysis).

Based on the results of this study it can be seen that digital marketing has a positive and significant effect on e-purchase intention, e-trust has a positive and significant effect on e-purchase intention, digital marketing has a positive and significant effect on e-purchase decision, e-trust has a positive and negative effect significant effect on e-purchase decision, and e-purchase intention has a positive and significant effect on e-purchase decision.

Keyword : Digital Marketing, E-Trust, E-Purchase Decision, and E-Purchase Intention