

## **ABSTRACT**

*This study aims to analyze the effect of e-service quality, perceived ease of use, and e-word of mouth on purchase decisions of e-grocery mediated by e-trust. The target population for this study comprises users who have engaged in at least one time elektronik shopping transaction through the Astro application and were located in the Jakarta, Depok, Tangerang, and Bekasi areas. A total of 125 respondents were sampled based on the number of indicators. The survey was conducted using a Google Form questionnaire, and the data was analyzed using the SEM-Partial Least Square (PLS). The result of this study showed that e-service quality has a positive and significant effect on e-trust. Perceived ease of use has no significant effect on e-trust. E-word of mouth has a positive and significant effect on e-trust. Electronic service quality has a positive and significant effect on purchase decisions. Perceived ease of use has no significant effect on purchase decisions. E-word of mouth has a positive and significant effect on purchase decisions. E-trust has a positive and significant effect on purchase decisions. E-trust partially mediates the relationship between e-service quality and purchasing decisions. E-trust does not mediate perceived ease of use on purchase decisions. E-trust partially mediated the relationship between e-word of mouth and purchase decisions.*

*Keywords: E-Service Quality, Perceived Ease of Use, E-Word of Mouth, E-Trust, Purchase Decision*



## ABSTRAK

Tujuan penelitian untuk menguji pengaruh kualitas layanan elektronik, persepsi kemudahan, getok tular terhadap keputusan pembelian *e-grocery* dimediasi oleh kepercayaan pada aplikasi *quick commerce* Astro. Sampel penelitian adalah pengguna aplikasi Astro yang sudah pernah melakukan belanja elektronik minimal 1 kali, berdomisili di wilayah Jakarta, Depok, Tangerang dan Bekasi dengan jumlah 125 responden. Survei menggunakan kuesioner *google form*, dan dianalisis menggunakan SEM-*Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa kualitas layanan elektronik, getok tular berpengaruh secara positif dan signifikan terhadap kepercayaan. Kualitas layanan elektronik, getok tular, kepercayaan berpengaruh secara positif dan signifikan terhadap keputusan pembelian. Persepsi kemudahan tidak berpengaruh signifikan terhadap kepercayaan. Persepsi kemudahan tidak berpengaruh signifikan terhadap Keputusan Pembelian. Kepercayaan secara parsial memediasi hubungan antara kualitas layanan elektronik, getok tular terhadap keputusan pembelian. Kepercayaan tidak memediasi persepsi kemudahan terhadap keputusan pembelian. Hasil temuan direkomendasikan kepada manajemen perusahaan untuk meningkatkan layanan kompensasi, memperhatikan kemudahan penggunaan aplikasi dan mengontrol segala informasi terkait pemberitaan mengenai Astro agar getok tular yang terbentuk selalu positif.

Kata Kunci: Kualitas layanan elektronik, Persepsi kemudahan, Getok tular, Kepercayaan, Keputusan Pembelian

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