

PENGARUH *USER GENERATED CONTENT* DAN *ONLINE TRUST* TERHADAP *PURCHASE INTENTION* PADA *SOCIAL COMMERCE*

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Abstrak


Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *user generated content* dan *online trust* terhadap *purchase intention* pada *social commerce*. Jenis penelitian ini menggunakan metode analisis data deskriptif kuantitatif dengan metode perolehan data melalui kuesioner. Teknik yang digunakan dalam pengambilan sampel adalah *non probability sampling* dengan menggunakan metode *purposive sampling* berjumlah 110 responden dengan kriteria masyarakat Indonesia yang menggunakan *platform social commerce* Instagram dan Facebook serta pernah melakukan belanja *online*. Data penelitian ini diolah menggunakan SPSS versi 22 dan alat yang digunakan untuk menentukan hasil angka penelitian adalah dengan analisis statistik deskriptif, uji instrumen penelitian yaitu uji validitas, uji reliabilitas, uji asumsi klasik dan analisis regresi linear berganda. Hasil analisis data menunjukkan bahwa secara parsial *user generated content* tidak memiliki pengaruh langsung terhadap *purchase intention*. Sedangkan *online trust* berpengaruh signifikan terhadap *purchase intention*.

Kata Kunci: *User Generated Content, Online Trust, Purchase Intention, Social Commerce*

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**THE INFLUENCE OF USER GENERATED CONTENT AND ONLINE
TRUST TO PURCHASE INTENTION ON SOCIAL COMMERCE**

Ananta Tyas Wicaksono

Abstract

This study aims to determine how the influence of user generated content and online trust on purchase intention in social commerce. This research uses descriptive quantitative data analysis method with data acquisition through questionnaires. The technique used in sampling is non-probability sampling using a purposive sampling method totaling 110 respondents with the criteria of the Indonesian people who use the social commerce platforms Instagram and Facebook and have done online shopping. The research data was processed using SPSS version 22 and the tools used to determine the results of the research numbers were descriptive statistical analysis, research instrument tests, namely validity tests, reliability tests, classical assumption tests and multiple linear regression analysis. The results of data analysis show that partially user generated content does not have a direct influence on purchase intention. Online trust has a significant effect on purchase intention.

Keywords: *User Generated Content, Online Trust, Purchase Intention, Social Commerce*

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