

ABSTRAK

Tokopedia.com, adalah salah satu *mall online* di Indonesia yang mengusung model bisnis *marketplace* dan *mall online*. Tokopedia.com menawarkan jutaan produk yang terbagi dalam 21 kategori besar, meliputi pakaian, *fashion & aksesoris* jam *Hello Kitty*, kecantikan, kesehatan, rumah tangga, dapur, perawatan bayi, *handphone & tablet*, laptop & aksesoris, elektronik, kamera foto & video, otomotif, olahraga, *office & stationery*, *souvenir* kado & hadiah, mainan & hobi, makanan & minuman, buku, *software*, film musik & *game*. Hingga 2015, terhitung lebih dari 1200 kategori produk tersedia di tokopedia.com. Tokopedia.com merupakan *e-commerce* dengan visi membangun Indonesia lebih baik melalui internet, mampu bertahan di tengah pesatnya perkembangan bisnis *e-commerce* di Indonesia.

Hipotesis penulis pertama yang menduga bahwa variabel Kepercayaan dan Kualitas Pelayanan berefek terhadap Keputusan Pembelian di Tokopedia.com telah terbukti. Hal ini dapat dibuktikan dengan menggunakan uji F, dimana hasil yang didapatkan adalah nilai $F_{hitung} 127,030 > F_{tabel} 3,10$ maka H_0 ditolak dan H_1 diterima. Sehingga dapat disimpulkan bahwa variabel Kepercayaan dan Kualitas Pelayanan berefek terhadap Keputusan Pembelian di Tokopedia.com.

Hipotesis penulis kedua yang menduga bahwa variabel Keputusan Pembelian berefek terhadap Kepuasan Konsumen di Tokopedia.com juga telah terbukti. Hal ini dapat dibuktikan dengan menggunakan uji t, dimana hasil yang didapatkan adalah nilai $t_{hitung} 19,349 > t_{tabel} 1,987$ maka H_0 ditolak dan H_1 diterima. Sehingga dapat disimpulkan bahwa variabel Keputusan Pembelian berefek terhadap Kepuasan Konsumen di Tokopedia.com.

Kata Kunci : Kepercayaan, Kualitas Pelayanan, Keputusan Pembelian, Kepuasan Konsumen

**THE EFFECT OF TRUST AND QUALITY OF SERVICE ON PURCHASE
DECISION AND IT'S IMPACT ON CUSTOMER SATISFACTION IN
TOKOPEDIA.COM**

ABSTRACT

Tokopedia.com, is one of the online mall in Indonesia that carries the business model of marketplace and online mall. Tokopedia.com offers millions of products divided into 21 major categories, including clothing, fashion & hello kitty clock accessories, beauty, health, home, kitchen, baby care, handphone & tablet, laptop & accessories, electronics, photo & video camera, automotive, sports, office & stationery, gift & gift souvenirs, toys & hobbies, food & beverages, books, software, music & games movies. Until 2015, more than 1200 product categories are available in tokopedia.com.Tokopedia.com is an e-commerce with the vision of building Indonesia better through the internet, able to survive in the midst of rapid development of e-commerce business in Indonesia.

The hypothesis of the first author is to suspect that the variables of Trust and Quality of Service effect on Buying Decision at Tokopedia.com has been proven. The hypothesis of the first author to suspect that the variables of Trust and Quality of Service effect on Buying Decision at Tokopedia.com has been proven. This can be proved by using the F test, where the results obtained are Ftest result $127.030 > Ftable 3.10$ then H_0 is rejected and H_1 accepted. So it can be concluded that the variable of Trust and Quality of Service effect on Buying Decision at Tokopedia.com.

The second authors hypothesis is suspect that the variable Purchase Decision effect on Consumer Satisfaction in Tokopedia.com has also been proven. This can be proven by using t test, where the result obtained is ttest result $19,349 > ttable 1,987$ then H_0 is rejected and H_1 accepted. So it can be concluded that the variable Purchase Decision effect on Consumer Satisfaction at Tokopedia.com.

Keywords: Trustworthiness, Quality of Service, Purchase Decision, Consumer Satisfaction