

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh reputasi, *electronic word of mouth (e-wom)* dan *web quality* terhadap kepercayaan pelanggan shopee di Kota Jambi. Jenis penelitian ini adalah kuantitatif deskriptif dengan pendekatan kuantitatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan bantuan google form dengan skala *Likert* kepada masyarakat Kota Jambi yang merupakan pengguna aktif Shopee yang telah bertransaksi minimal 1 kali. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 96 responden, yang dihitung menggunakan rumus *Cochran* karena populasi tidak diketahui secara pasti. Data dianalisis menggunakan regresi linier berganda yang diolah menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa baik secara parsial maupun simultan, pengaruh reputasi, *electronic word of mout (e-wom)* dan *web quality* berpengaruh positif dan signifikan terhadap kepuasan pelanggan shopee. Temuan ini menunjukkan bahwa reputasi yang baik serta ulasan yang positif tentang website shopee dapat memberikan kepuasan terhadap kepercayaanpelanggan Shopee di Kota Jambi.

Kata Kunci: Pengaruh reputasi, *Electronic Word Of Mouth (E-WOM)*, *Web quality*, Kepercayaan pelanggan shopee.

ABSTRACT

This study aims to analyze the influence of reputation, electronic word of mouth (e-wom) and web quality on shopee customer trust in Jambi City. This type of research is quantitative descriptive with a quantitative approach. The data collection technique was carried out by distributing questionnaires using the help of Google Form with a Likert scale to the people of Jambi City who are active Shopee users who have made at least 1 transaction. The sampling technique used was purposive sampling with a sample size of 96 respondents, which was calculated using the Cochran formula because the population was not known with certainty. The data were analyzed using multiple linear regression processed using SPSS version 25. The results of the study showed that both partially and simultaneously, the influence of reputation, electronic word of mouth (e-wom) and web quality had a positive and significant effect on shopee customer satisfaction. This finding shows that a good reputation and positive reviews about the shopee website can provide satisfaction to Shopee customer trust in Jambi City.

Keywords: *Influence of reputation, Electronic Word Of Mouth (E-WOM), Web quality, Shopee customer trust.*