

RINGKASAN

Penelitian ini merupakan survei pada mahasiswa Universitas Jenderal Soedirman. Penelitian ini mengambil judul: “Peran Mediasi *E-Trust* Dalam Mempengaruhi Hubungan *E-Servicescape* dan *User Generated Content* (UGC) Terhadap Niat Beli *Online*. (Studi pada Mahasiswa FEB Unsoed pengguna *online shop*).”

Penelitian ini bertujuan untuk mengetahui pengaruh *e-servicescape*, *user generated content* melalui *e-trust* dalam memengaruhi niat beli *online*. Responden dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman yang pernah melakukan transaksi *online*. Penelitian ini menggunakan 110 responden. Metode penelitian ini menggunakan penelitian kuantitatif dengan teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*.

Berdasarkan hasil penelitian dan analisis data menggunakan SPSS (*Statistical Product and Service Solution*) menunjukkan bahwa : (1) *E-Servicescape* berpengaruh positif terhadap niat beli *online*. (2) *User generated content* (UGC) tidak memiliki pengaruh terhadap niat beli *online*. (3) *E-Trust* memiliki pengaruh positif dan signifikan terhadap niat beli *online*. (4) *E-Servicescape* memiliki pengaruh positif dan signifikan terhadap niat beli *online* melalui variabel mediasi *e-trust*. Dan (5) *User generated content* memiliki pengaruh positif dan signifikan terhadap niat beli *online* melalui variabel mediasi *e-trust*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa *e-servicescape* dan *user generated content* berpengaruh terhadap niat beli *online* melalui variabel mediasi *e-trust*.

Kata Kunci : *E-Servicescape*, *User Generated Content*, *E-Trust*, Niat Beli *Online*.

SUMMARY

This research is a survey of the students of Jenderal Soedirman University. This study takes the title: "The Role of Mediation E-Trust in Influencing the Relationship between E-Servicescape and User Generated Content (UGC) on Purchase Intentions Online. (Study on Unsoed FEB Students users online shop). "

This study aims to determine the effect of e-servicescape, user generated content through e-trust in influencing purchase intentions online. Respondents in this study were students of the Faculty of Economics and Business, Jenderal Soedirman University who had done transactions online. This study used 110 respondents. This research method uses quantitative research with the sampling technique used is purposive sampling.

Based on the results of research and data analysis using SPSS (Statistical Product and Service Solution), it shows that: (1) E-Servicescape has a positive effect on purchase intentions online. (2) User generated content (UGC) has no influence on purchase intentions online. (3) E-Trust has a positive and significant effect on purchase intention online. (4) E-Servicescape has a positive and significant influence on online purchase intention through the mediation variable e-trust. And (5) User generated content has a positive and significant effect on purchase intention online through the mediation variable e-trust.

Based on the research results, it can be concluded that e-servicescape and user generated content have an effect on purchase intention online through the mediation variable e-trust.

Keywords: *E-Servicescape, User Generated Content, E-Trust, Purchase Intentions.*