

THE INFLUENCE OF TRUST, ELECTRONIC WORD OF MOUTH WITH RATING AS MEDIATOR ON INTEREST TO PURCHASE HEALTHCARE PRODUCTS (STUDY OF SHOPEE USERS DURING THE COVID-19 PANDEMIC IN SALATIGA CITY)

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Abstract: *This study aims to analyze the effect of trust, electronic word-of-mouth with ratings as a mediator towards purchase intentions in health products (a study on Shopee users during the Covid-19 pandemic in Salatiga City). The research sample used 103 community respondents in Salatiga City who have a Shopee marketplace. The analysis of this study uses (Partial Least Square-Structural Equation Method) PLS-SEM 3.0. The results of this study found that trust has no significant effect on purchase intention, but the relationship between the trust variable has a positive effect and is significant on ratings. There is a positive and significant effect of the rating variable on the intention to purchase. The electronic word-of-mouth variable has a positive and significant effect on purchase intention and rating. The relationship between trust and purchase intention using ratings as a mediator has a positive and significant effect, while the relationship between electronic word of mouth and purchase intention using ratings as a mediator has no significant effect.*

Keywords: *Trust, Electronic Word Of Mouth, Rating, Purchase Intention*

Abstrak: Penelitian ini bertujuan menganalisis pengaruh kepercayaan, *electronic word of mouth* dengan *rating* sebagai mediasi terhadap minat beli produk Kesehatan (studi pada pengguna shopee selama pandemic Covid-19 di Kota Salatiga). Sampel penelitian ini menggunakan sebanyak 103 responden masyarakat di Kota Salatiga yang memiliki *marketplace* Shopee. Analisis penelitian ini menggunakan (*Partial Least Square-Structural Equation Method*) PLS-SEM 3.0. Hasil penelitian ini menemukan bahwa kepercayaan tidak berpengaruh signifikan terhadap minat beli akan tetapi hubungan variabel kepercayaan berpengaruh positif dan signifikan terhadap *rating*. Variabel *rating* berpengaruh positif dan signifikan terhadap minat beli. Pada variabel *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli dan *rating*. Hubungan kepercayaan terhadap minat beli dengan *rating* sebagai mediasi berpengaruh positif dan signifikan, sedangkan hubungan *electronic word of mouth* terhadap minat beli dengan *rating* sebagai mediasi tidak berpengaruh signifikan.

Kata kunci: Kepercayaan, *Electronic Word of Mouth*, Rating, Minat Beli