

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan konsumen, persepsi harga, *word of mouth* terhadap minat konsumen membeli makanan secara online melalui shopee pada masa pandemi covid-19 di kecamatan buduran sidoarjo baik secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan *deskriptive survey*. Populasi yang digunakan pada penelitian ini adalah masyarakat penduduk kecamatan buduran dari berbagai kalangan yang meluangkan waktunya untuk berpartisipasi selama penelitian berlangsung. Sedangkan sampel yang diambil sebanyak 100 orang responden pengguna Shopee Food. Teknik pengambilan sampel yang digunakan adalah *accidental sampling* yaitu teknik pengambilan sampel berdasarkan kebetulan. Metode pengumpulan data dengan menyebarkan kuisioner kepada pengguna shopee food. Penganalisisan data menggunakan *Software IBM SPSS* versi 23. Teknik analisis data yang digunakan dalam penelitian ini adalah uji instrument, uji asumsi klasik, uji hipotesis dan uji analisis regresi linear berganda sehingga menghasilkan persamaan regresi : $Y = 2,146 + 0,301X_1 + 0,294X_2 + 0,305X_3 + e$. Berdasarkan hasil uji t dapat diketahui bahwa kepercayaan konsumen (X_1), persepsi harga (X_2) dan *word of mouth* (X_3) secara parsial berpengaruh signifikan terhadap minat beli konsumen (Y). Sedangkan berdasarkan hasil uji f kepercayaan konsumen (X_1), persepsi harga (X_2) dan *word of mouth* (X_3) secara simultan berpengaruh secara signifikan terhadap minat beli konsumen (Y).

Kata kunci : Kepercayaan konsumen, persepsi harga, *word of mouth*, minat beli

ABSTRACT

*This study aims to determine the effect of consumer trust, price perception, word of mouth on consumer interest in buying food online through shopee during the covid-19 pandemic in Buduran Sidoarjo district, either partially or simultaneously. This study uses a quantitative method with a descriptive survey approach. The population used in this study is the population of Buduran sub-district from various circles who took the time to participate during the study. While the samples taken were 100 respondents who were Shopee Food users. The sampling technique used is accidental sampling, which is a sampling technique based on chance. Data collection method by distributing questionnaires to shopee food users. Data analysis using IBM SPSS software version 23. The data analysis technique used in this research is instrument test, classical assumption test, hypothesis test and multiple linear regression analysis to produce the regression equation: $Y = 2.146 + 0.301X_1 + 0.294X_2 + 0.305X_3 + e$. Based on the results of the *t* test, it can be seen that consumer confidence (X_1), price perception (X_2) and word of mouth (X_3) partially have a significant effect on consumer buying interest (Y). while based on the results of the *f* test of consumer confidence (X_1), price perception (X_2) and word of mouth (X_3) simultaneously have a significant effect on consumer buying interest (Y).*

Keywords: consumer trust, price perception, word of mouth, buying interest