

## ABSTRAK

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***Consumer Trust* Pada Toko Luring Dan *Perceived Confidence* Di Toko Daring Serta Niat Pencarian Informasi Pada Toko Daring Terhadap Niat beli Pada Toko Alfamart**

113 halaman + xiv halaman + 19 tabel + 2 gambar dan 2 lampiran

### Abstrak

Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh *Consumer trust* dan *Perceived Confidence* terhadap Niat Pencarian Informasi yang di mediasi melalui Niat Pencarian Informasi. Penelitian ini didesain sebagai explanatory research. Populasi penelitian ini adalah masyarakat yang pernah melakukan pembelian di toko Alfamart melalui daring atau luring dengan jumlah sample 170 responden. Data dikumpulkan dengan menggunakan instrument kuesioner. Analisis data menggunakan Warp PLS dan SPSS (*Statistical Product and Service Solution*). Hasil penelitian menunjukkan bahwa consumer trust dan perceived confidence memiliki kesesuaian (fit) yang besar ( $GoF = 0,470$ ) untuk dijadikan model yang dapat memprediksi niat pencarian informasi sebagai faktor mediasi ( $Q^2 NPI = 0,242$ ). Hasil penelitian ini menunjukkan bahwa: (1) consumer trust *Consumer trust* berpengaruh positif dan signifikan terhadap Niat Pencarian Informasi (2) *Perceived confidence* berpengaruh positif dan signifikan terhadap Niat Pencarian Informasi (3) Niat Pencarian Informasi berpengaruh positif dan signifikan terhadap Niat Beli (4) *Consumer trust* berpengaruh positif dan signifikan terhadap Niat Beli (5) *Perceived confidence* berpengaruh positif dan signifikan terhadap Niat Beli (6) Niat pencarian informasi dapat memediasi *consumer trust* terhadap niat beli (7) Niat pencarian informasi dapat memediasi *perceived confidence* terhadap niat beli. Dalam perspektif islam, *consumer trust* dan *perceived confidence* membawa kebaikan dan kejujuran dari penjual kepada *consumer* sehingga mempunyai tanggung jawab secara islami

**Kata Kunci:** Alfamart, *Consumer trust*, *Perceived confidence*, Niat Pencarian Informasi dan Niat beli,

## ABSTRACT

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***Consumer Trust In Offline Stores and Perceived confidence In Online Stores and Information Search Intention In Onlone Stores On Behavioral Intention At Alfamart Stores***

113 pages + xiv pages + 19 tables + 2 pictures and 2 appendices.

### **Abstract**

*This study aims to analyze the effect of Consumer trust and Perceived Confidence on Information Search Intentions mediated through Information Search Intentions. This research is designed as explanatory research. The population of this study is people who have made purchases at Alfamart stores online or offline with a sample of 170 respondents. Data were collected using a questionnaire instrument. Data analysis using Warp PLS and SPSS (Statistical Product and Service Solution). The results show that consumer trust and perceived confidence have a large fit ( $GoF = 0.470$ ) to be used as a model that can predict information seeking intentions as a mediating factor ( $Q2\ NPI = 0.242$ ). The results of this study indicate that: (1) consumer trust Consumer trust has a positive and significant effect on Information Search Intention (2) Perceived confidence has a positive and significant effect on Information Search Intention (3) Information Search Intention has a positive and significant effect on Purchase Intention (4) Consumer trust has a positive and significant effect on Purchase Intention (5) Perceived confidence has a positive and significant effect on Purchase Intention (6) Intention to seek information can mediate consumer trust on purchase intention (7) Intention to seek information can mediate perceived confidence in purchase intention. In an Islamic perspective, consumer trust and perceived confidence bring goodness and honesty from the seller to the consumer so that they have Islamic responsibilities*

**Keywords:** *Alfamart, Consumer trust, Perceived confidence, Information Seeking Intentions and Behavioral Intentions*