

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh positif kualitas *m-commerce* dan kepuasan konsumen terhadap minat beli melalui kepercayaan konsumen. Penelitian ini merupakan penelitian kuantitatif yang menggunakan teknik pengambilan sampel *non-probability sampling* dengan tipe *purposive sampling*. Terdapat 110 responden pada penelitian ini yang datanya diperoleh melalui penyebaran kuesioner skala likert 1-5. Pengolahan data pada penelitian ini dilakukan dengan menggunakan metode *Structural Equation Model* (SEM) melalui program *AMOS 22*.

Dari tujuh hipotesis di penelitian ini semua hipotesis terdukung. Hipotesis pertama, hasil penelitian menunjukkan bahwa kualitas situs daring berpengaruh positif pada kepuasan konsumen. Hipotesis kedua, kualitas situs daring berpengaruh positif terhadap kepercayaan konsumen. Hipotesis ketiga, kualitas teknologi seluler pembeli berpengaruh positif pada kepuasan konsumen. Hipotesis keempat, kualitas vendor berpengaruh positif pada kepuasan konsumen. Hipotesis kelima, kualitas vendor berpengaruh positif terhadap kepercayaan konsumen. Hipotesis keenam, kepuasan konsumen berpengaruh positif terhadap kepercayaan konsumen. Hipotesis ketujuh, menunjukkan bahwa kepercayaan konsumen berpengaruh positif terhadap minat beli.

Kata kunci: kualitas situs daring, kualitas teknologi seluler, kualitas vendor, kepuasan konsumen, kepercayaan konsumen, minat beli

## ABSTRACT

*This study aims to examine the positive influence of m-commerce quality and consumer satisfaction on buying interest through consumer trust. This research is a quantitative study that uses a non-probability sampling technique with a purposive sampling type. There were 110 respondents in this study whose data were obtained through distributing Likert scale questionnaires 1-5. Data processing in this study was carried out using the Structural Equation Model (SEM) method through the AMOS 22 program.*

*The seven hypotheses in this study all hypotheses are supported. The first hypothesis, the results of the study show that web site quality has a positive effect on customer satisfaction. The second hypothesis, the web site quality of has a positive effect on trust in m-commerce. The third hypothesis, mobile technology quality has a positive effect on consumer satisfaction. The fourth hypothesis, vendor quality has a positive effect on customer satisfaction. The fifth hypothesis, vendor quality has a positive effect on trust in m-commerce. The sixth hypothesis, customer satisfaction has a positive effect on trust in m-commerce. The seventh hypothesis, shows that trust in m-commerce has a positive effect on purchase intention.*

*Keywords: web site quality, mobile technology quality, vendor quality, customer satisfaction, trust in m-commerce, purchase intention*