

ABSTRAK

PENGARUH PROMOSI DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DURIAN MELALUI E- COMMERCE

Oleh
Hilda Soffiell Patihatul Hikmah
NPM 185009086

Dosen Pembimbing
Hendar Nuryaman
Dedi Darusman

Perkembangan pemasaran digital telah merambah pada bisnis pertanian di Indonesia, salah satunya penggunaan Instagram sebagai media pemasaran digital seperti yang dilakukan @duriantraveler.official. Tujuan penelitian ini adalah untuk mengetahui tingkat promosi dan kepercayaan konsumen E-Commerce Durian Traveler Store Official dan tingkat keputusan pembelian durian pada konsumen E-Commerce Durian Traveler Store Official, serta mengetahui pengaruh promosi dan kepercayaan konsumen terhadap keputusan pembelian. Waktu penelitian dimulai sejak Januari 2023 – Juli 2024, menggunakan metode survei. Pengumpulan data dilakukan menggunakan kuesioner secara *online* dengan Google Form kepada Konsumen Durian Traveler Store Official, dengan jumlah sampel sebanyak 96 orang responden. Teknik pengambilan sampel yaitu *non probability sampling*, dengan metode *accidental sampling*. Analisis data yang digunakan adalah analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa promosi berada pada tingkat baik diukur melalui frekuensi promosi, kualitas promosi, kesesuaian sasaran, dan waktu promosi. Kemudian kepercayaan konsumen berada pada tingkat baik memperlihatkan kemampuan, kebaikan hati, dan integritas Durian Traveler Store Official sudah baik. Keputusan pembelian yang dilakukan konsumen Durian Traveler Store Official melalui pengenalan masalah, pencarian informasi, evaluasi alternatif, keputusan pembelian, dan adanya perilaku pasca pembelian yaitu akan melakukan pembelian ulang. Secara simultan promosi dan kepercayaan konsumen berpengaruh signifikan terhadap keputusan pembelian konsumen E-Commerce Durian Traveler Store. Secara parsial hanya kepercayaan konsumen yang berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci: Promosi, Kepercayaan Konsumen, Keputusan Pembelian, Durian, E-Commerce

ABSTRACT

THE INFLUENCE OF CONSUMER PROMOTION AND TRUST ON DURIAN PURCHASE DECISION THROUGH E-COMMERCE

By

**Hilda Soffiell Patihatul Hikmah
NPM 185009086**

Supervisor

**Hendar Nuryaman
Dedi Darusman**

The development of digital marketing has penetrated into agricultural businesses in Indonesia, one of which is the use of Instagram as a digital marketing medium as carried out by @duriantraveler.official. The purpose of this study was to determine the level of promotion and consumer confidence in E-Commerce Durian Traveler Store Official and the level of durian purchasing decisions in E-Commerce Durian Traveler Store Official consumers, as well as to determine the effect of promotion and consumer confidence on purchasing decisions. The research time starts from January 2023 - July 2024, using the survey method. Data collection was carried out using an online questionnaire with Google Form to Durian Traveler Store Official consumers, with a sample size of 96 respondents. The sampling technique is non probability sampling, with accidental sampling method. The data analysis used is descriptive analysis and multiple linear regression. The results showed that promotion was at a good level as measured by promotion frequency, promotion quality, target suitability, and promotion time. Then consumer confidence is at a good level showing the ability, kindness, and integrity of Durian Traveler Store Official is good. Purchasing decisions made by Durian Traveler Store Official consumers through problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behaviour, namely making repeat purchases. Simultaneously, promotion and consumer confidence have a significant effect on purchasing decisions of Durian Traveler Store E-Commerce consumers. Partially, only consumer confidence has a significant effect on purchasing decisions.

Keywords: Promotion, Consumer Trust, Purchase Decision, Durian, E-Commerce