

**ABSTRAK**

Judul :Pengaruh Kualitas layanan dan Kepercayaan konsumen Terhadap Kepuasan pelanggan Melalui Keputusan Pembelian Jual Beli *Online* Lazada (Studi Kasus Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul)

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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas layanan, kepercayaan terhadap kepuasan pelanggan melalui keputusan pembelian pada situs jual beli *online* Lazada. Variabel independen terdiri atas kualitas layanan dan kepercayaan, variabel dependen terdiri atas kepuasan pelanggan dan variabel intervening terdiri atas keputusan pembelian. Teknik analisis data menggunakan Analisis Jalur/*Path Analysis*. Sampel yang di ambil sebanyak 185 responden yakni seluruh Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Esa Unggul. Penentuan sampel dengan *non probability sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap keputusan pembelian, kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas layanan terhadap kepuasan pelanggan melalui keputusan pembelian berpengaruh positif dan signifikan. Kepercayaan berpengaruh positif dan signifikan terhadap keputusan pembelian dan kepuasan pelanggan, namun keputusan pembelian sebagai variabel intervening memiliki pengaruh yang lemah dibandingkan dengan kepuasan pelanggan sebagai variabel dependen.

**Kata Kunci: Kualitas layanan, Kepercayaan, Keputusan pembelian, Kepuasan pelanggan**

**ABSTRACT**

*Title* : *The influence of service quality and consumer trust on customer satisfaction through Lazada Online Buy and Sell Purchase Decisions (Case Study of Students of the Faculty of Economics and Business, Esa Unggul University)*

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*This study to determine how much influence the quality of service, trust in customer satisfaction through the decision of buyers in the online buying and selling site Lazada. The independent variable consists of service quality and trust, the dependent variable consists of customer satisfaction and the intervening variable consists of purchasing decisions. Data analysis techniques use Path Analysis. The sample taken was 185 respondents, namely all students of the Faculty of Economics and Business, University of Esa Unggul. Determination of samples with non probability sampling. Based on the results of the study it can be concluded that service quality has a positive and significant effect on purchasing decisions, trust has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on customer satisfaction, trust has a positive and significant effect on customer satisfaction, service quality towards customer satisfaction through the purchase decision has a positive and significant effect. Trust has a positive and significant effect on purchasing decisions and customer satisfaction, but purchasing decision as an intervening variable has a weak influence compared to customer satisfaction as a dependent variable*

**Keywords:** *Service quality, trust, purchase decision, customer satisfaction*