

## ABSTRAK

Judul : Hubungan Kepercayaan Pada Onlinestore Melalui Tokopedia Dengan Minat Beli Pelanggan 'BME' Pada Produknya  
Nama : Vika  
Program Studi : Ilmu Komunikasi

Penelitian ini bertujuan untuk mengetahui hubungan kepercayaan pada *onlinestore* melalui Tokopedia dengan minat beli pelanggan BME pada produk. Penelitian ini melibatkan dua variabel yaitu kepercayaan pada *onlinestore* dengan minat beli pelanggan. Penelitian ini menggunakan metode survei dengan tujuan deskriptif korelasional yang dilakukan dengan cara mengumpulkan data dari *followers BME* dengan menggunakan kuesioner tertutup. Pengambilan sampel menggunakan teknik *non probability sampling* dengan cara *sampling purposive*. Peneliti menyebarkan kuesioner tertutup dengan *skala likert* kepada 51 responden. Hasil penelitian menunjukkan nilai korelasi *Pearson* sebesar 0,911\*\*, artinya hubungan korelasi antar variabel sangat kuat karena mendekati angka 1. Dengan demikian, hasil menunjukkan adanya hubungan signifikan antara kepercayaan pada *onlinestore* dengan minat beli pelanggan BME.

Kata Kunci : Kepercayaan, Minat Beli, *Marketplace*, *Onlinestore*, *Customer Relation Management*.

## ABSTRACT

Title : *The Relation Between Trust in Onlinestores Through Tokopedia and BME Customer's Buying Interest in Products*  
Name : Vika  
Study Program: *Communication Major*

*This study aims to determine the relationship between trust in online stores through Tokopedia and BME customers' buying interest in products. This study involved two variables, namely trust in online stores with customer buying interest. This study used a survey method with correlational descriptive objectives, which was carried out by collecting data from BME followers using a closed questionnaire. Sampling using non probability sampling technique by means of purposive sampling. Researchers distributed closed questionnaires with a Likert scale to 51 respondents. The results showed that the Pearson correlation value was 0.911 \*\*, meaning that the correlation between variables was very strong because it was close to number 1. Thus, the results showed that there was a significant relationship between trust in online stores and BME customers' buying interest.*

*Keywords: Trust, Buying Interest, Marketplace, Online Store, Customer Relationship Management.*