

***“The Influence of E-service Quality and Trust on Purchase  
Decisions at Shopee”***

***(Study on shopee consumers of STIE PGRI Dewantara Jombang students, class  
of 2017)***

***Abstraction***

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*The purpose of this study was to determine the effect of E-Service Quality and Trust on Shopee consumer purchasing decisions. The data collection method was carried out through the distribution of online questionnaires to Shopee consumers at STIE PGRI Dewantara Jombang Force 2017. The method used in this study was a quantitative method. The object of research used is Shopee consumers at STIE PGRI Dewantara Jombang Force 2017. The population in this study is known with certainty, amounting to 439 students. The number of samples used in this study were 82 respondents. The selected respondents are Shopee consumers who make purchases. This technique uses simple random sampling. The analysis technique used is multiple linear regression analysis technique which is processed using SPSS version 21. The results of this study indicate that E-Service Quality has a positive and significant effect on purchasing decisions at Shopee while trust has a positive but not significant effect on purchasing decisions at Shopee.*

***Keywords: Purchase Decision, E-Service Quality, Trust***