

**RESEARCH PAPER**  
**THE MEDIATING ROLE OF TRUST IN THE INFLUENCE OF ONLINE  
MARKETING AND PRODUCT AVAILABILITY ON PURCHASING  
DECISION FOR HARUAN CITRASARI CRACKERS**



Submitted To Complete Requirements in Obtaining Bachelor's Degree in  
Management Study Program

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LEMBAR LEGALITAS

THE MEDIATING ROLE OF TRUST IN THE INFLUENCE OF ONLINE  
MARKETING AND PRODUCT AVAILABILITY ON PURCHASING DECISION  
FOR HARUAN CITRASARI CRACKERS

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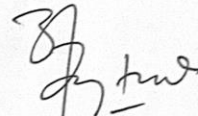
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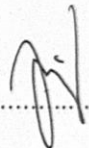
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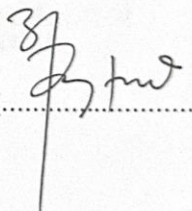
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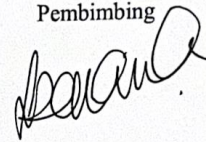
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### SURAT PENYATAAN ORISINALITAS

Saya yang bertanda tangan di bawah ini menyatakan dengan sesungguhnya, bahwa Skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagaimana mestinya. Skripsi ini belum pernah dipublikasikan untuk keperluan lain oleh siapa pun juga. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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## **PREFACE**

All praise and gratitude to Allah SWT, who has bestowed all his grace and guidance so that the author can complete this thesis with the title **“The Mediating Role Of Trust In The Influence Of Online Marketing And Product Availability On Purchasing Decision For Haruan Citrasari Crackers”**

This thesis is prepared to fulfill one of the requirements for obtaining a bachelor's degree in Management at the Faculty of Economics and Business, Lambung Mangkurat University. In preparing this thesis, the author realizes that this thesis is far from perfect because of the author's limited experience and knowledge.

Many parties help, guide, and support the author in writing this thesis. Therefore, on this occasion, with full humility, the author would like to express his deepest gratitude for all the help, both moral and material, that has been given by all parties in the preparation of this thesis; with the utmost sincerity, the author would like to thank:

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The author realizes that this research is far from perfect. Therefore, the author expects all forms of constructive criticism and suggestions to improve the writing of this research. Hopefully this research can provide benefits for readers and other parties concerned.

## ABSTRACT

Dwi Karsanty (2024). The Mediating Role of Trust in The Influence of Online Marketing and Product Availability on Purchasing Decision for Haruan Citrasari Crackers.

Advisor: Laila Refiana Said

This study aims (1) to analyze how online marketing influences purchasing decisions in citrasari haruan (2) to analyze how product availability influences purchasing decisions in citrasari haruan (3) to analyze how trust influences purchasing decisions in citrasari haruan (4) to analyze how online marketing influences trust in citrasari haruan (5) to analyze how product availability influences trust in citrasari haruan (6) to analyze how trust mediates some of the influence of online marketing on purchasing decisions at citrasari haruan (7) to analyze how trust mediates some of the influence of product availability on purchasing decisions at SME citrasari haruan cracker.

This study uses quantitative methods with variables: online marketing, product availability, purchasing decisions, and trust. In this study, 100 respondents were surveyed using a purposive sampling technique using a questionnaire. The data analysis technique used is path analysis. The data was analyzed using the Smart PLS application.

The results showed (1) online marketing directly has a positive and significant influence on purchasing decisions on consumer purchase decisions at citrasari haruan crackers, (2) product availability directly has a positive and significant influence on consumer purchase decisions at citrasari haruan crackers, (3) trust directly has a positive and significant influence on consumer purchase decisions at citrasari haruan crackers, (4) online marketing directly has a positive and significant influence on consumer trust in citrasari haruan crackers, (5) product availability directly has a positive and significant influence on consumer trust in Citrasari Haruan Crackers (6) trust partially mediates the influence of online marketing on purchasing decisions for Haruan Citrasari (7) trust partially mediates the influence of product availability on purchasing decisions for Haruan Citrasari. Keywords: Online Marketing, Product Availability, Trust, Purchasing Decisions, Haruan Crackers

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