

**PENGARUH *USER-GENERATED CONTENT* DAN *SWIFT GUANXI*  
DALAM MENGURANGI PENGABAIAAN KERANJANG BELANJA  
TERHADAP *PURCHASE COMPLETION INTENTION* PADA *E-*  
*COMMERCE* INFORMA DI INDONESIA DENGAN *TRUST IN SELLER*  
SEBAGAI VARIABEL MODERASI**

Alifah Silfia Ulfasari<sup>1</sup>, Ari Okta Viyani<sup>2</sup>

**INTISARI**

**Latar Belakang:** Tingginya tingkat pengabaian keranjang belanja di *e-commerce* Informa, khususnya pada kategori furnitur bernilai tinggi, menjadi tantangan serius.

**Tujuan:** Penelitian ini bertujuan untuk menganalisis pengaruh *User-Generated Content* (UGC) dan *Swift Guanxi* terhadap *Purchase Completion Intention*, serta menguji peran *Trust in Seller* sebagai variabel moderasi.

**Metode penelitian:** Metode kuantitatif digunakan melalui survei terhadap 210 pengguna aktif Informa, dengan analisis menggunakan *Structural Equation Modeling* (SEM) berbasis AMOS dan *Moderated Regression Analysis* (MRA).

**Hasil:** Menunjukkan bahwa *User Generated Content* dan *Swift Guanxi* berpengaruh positif signifikan terhadap niat menyelesaikan pembelian, dan pengaruh tersebut diperkuat oleh *Trust In Seller*.

**Kesimpulan:** *User Generated Content* dan *Swift Guanxi*, dengan dukungan *Trust In Seller*, efektif dalam mengurangi pengabaian keranjang belanja pada *e-commerce* bernilai tinggi.

**Kata Kunci:** *e-commerce, purchase completion intention, swift guanxi, trust in seller, user-generated content*

---

<sup>1</sup> Mahasiswa Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

<sup>2</sup> Dosen Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

***The Influence of User-Generated Content and Swift Guanxi in Reducing Shopping Cart Abandonment on Purchase Completion Intention on Informa E-Commerce in Indonesia with Trust in Seller as a Moderating Variable***

Alifah Silfia Ulfasari<sup>1</sup>, Ari Okta Viyani<sup>2</sup>

**ABSTRACT**

**Background:** *The high rate of shopping cart abandonment on Informa's e-commerce platform, particularly in high-value furniture categories, poses a significant challenge.*

**Objective:** *This study aims to analyze the influence of User-Generated Content (UGC) and Swift Guanxi on Purchase Completion Intention and to examine the moderating role of Trust in Seller.*

**Method:** *A quantitative method was employed through a survey of 210 active Informa users. Data were analyzed using Structural Equation Modeling (SEM) with AMOS and Moderated Regression Analysis (MRA).*

**Results:** *The findings indicate that both User Generated Content and Swift Guanxi have a significant positive effect on purchase completion intention. Furthermore, these effects are strengthened by the presence of Trust in Seller as a moderating variable.*

**Keywords:** *User-Generated Content, Swift Guanxi, Purchase Completion Intention, Trust in Seller, E-commerce, Informa.*

---

<sup>1</sup> Mahasiswa Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

<sup>2</sup> Dosen Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta