

**ABSTRAK**

Penelitian ini menguji tentang efektivitas iklan pada *website* berdasarkan penggunaan testimoni dan *perceived expertise* terhadap kepercayaan dan niat beli konsumen menggunakan uji *Two Way ANOVA*. Penelitian ini juga menguji pengaruh kepercayaan terhadap niat beli konsumen menggunakan uji regresi linear sederhana. Penelitian ini menggunakan desain faktorial 2 (testimoni) x 2 (*perceived expertise*) dan menggunakan teknik *purposive sampling* untuk mengumpulkan data dari 120 partisipan. Stimuli dibentuk melalui 4 perlakuan pada *website CB57 Catering Service Surabaya* yaitu pemberian testimoni dan *perceived expertise*. Variabel terukur *trust* dan niat beli diukur menggunakan masing-masing 5 indikator dengan skala Likert 5 poin. Di dalam penelitian ini ditemukan bahwa terdapat perbedaan signifikan *trust* dan niat beli pada tampilan *website* yang menggunakan testimoni dan *perceived expertise* yang mana adanya testimoni dan adanya *perceived expertise* pada tampilan *website CB57 Catering Service Surabaya* lebih baik daripada tidak adanya testimoni dan *perceived expertise* pada tampilan *website*. Hal ini sejalan dengan penemuan sebelumnya yang menjelaskan bahwa testimoni pada tampilan *website* berpengaruh terhadap niat beli konsumen.

Kata kunci: iklan, testimoni, *perceived expertise*, *trust*, niat beli, ANOVA, *regression*.

**ABSTRACT**

*This study examined the effectiveness of advertising on the website based on the use of testimonials and perceived expertise of the trust and purchase intentions of consumers use Two Way ANOVA test. The study also examined the effect of trust on consumer purchase intentions using simple linear regression test. This study used a factorial design 2 (testimonies) x 2 (perceived expertise) and using purposive sampling techniques to collect data from 120 participants. Stimuli formed through four treatments on the website CB57 Catering Service Surabaya, giving testimony and perceived expertise. Variables measured trust and purchase intentions were measured using five indicators respectively with 5-point Likert scale. In this study it was found that there are significant differences in trust and purchase intentions on the display websites that use testimonials and perceived expertise which their testimony and their perceived expertise on the website display CB57 Catering Service Surabaya is better than the absence of testimony and perceived expertise on the website display. This is consistent with previous findings that explain that testimony on the website to see an effect on consumer purchase intentions.*

*Keywords: advertising, testimonials, perceived expertise, trust, purchase intention, ANOVA, regresssion.*