

ABSTRAK

Judul : **Pengaruh *Electronic Word Of Mouth*, dan *Brand Image* Terhadap Keputusan Pembelian melalui *Brand Trust* di Tokopedia.**
(dibimbing oleh Abdurrahman).
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Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh situs belanja *online* Tokopedia. Variabel Independen terdiri atas *Electronic Word Of Mouth* dan *Brand Image*, variabel dependen terdiri atas Keputusan Pembelian dan variabel intervening terdiri atas *Brand Trust*. penelitian ini dilakukan pada situs belanja *online* Tokopedia yang bergerak dibidang penjualan *online/ e-commerce* yang pada situs belanja *online* Tokopedia memang jelas terus berkembang, namun sebagian besar pembelian dari *review online*, *brand image* dan *brand trust*. Dalam penelitian ini bertujuan untuk mengetahui hal apa yang mempengaruhi keputusan pembelian berlokasi di Jakarta Selatan. Situs belanja *online* Tokopedia diluncurkan pada 6 Februari 2009. Hal yang melatar belakangi penelitian dikarenakan penjualan pelanggan di situs belanja *online* Tokopedia. Untuk itu penulis dalam penelitian ini mengambil variabel *Electronic Word Of Mouth* dan *Brand Image* karena kedua variabel tersebut dianggap paling dominan dalam fenomena di situs belanja *online* Tokopedia. Sampel yang digunakan adalah sebesar 250 orang responden, dengan teknik pengambilan sampel yaitu *purposive sampling*. Metode analisis yang digunakan dalam penelitian ini adalah metode *non probability sampling* dengan teknik penelitian berupa analisa Analisis Jalur (*Path Analysis*).

Hasil penelitian menunjukkan bahwa *Electronic Word Of Mouth* dan *Brand Image* berpengaruh secara positif dan signifikan terhadap *Brand Trust* dan Keputusan Pembelian. Dan *Brand Trust* sebagai variabel *intervening* berpengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci : *Electronic Word Of Mouth* dan *Brand Image*, *Brand Trust*, Keputusan Pembelian.

ABSTRACT

Title : ***Influence Of Electronic Word Of Mouth, and Brand Image against Purchase Decision through Brand Trust in Tokopedia.***
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This study aims to determine how much influence Tokopedia online shopping site. The independent variable consists of the Electronic Word Of Mouth and Brand Image, the dependent variable consisting of purchasing decision and the intervening variable consisting of the Brand Trust. This research is conducted on Tokopedia Online shopping site engaged in online/e-commerce sales that at Tokopedia Online shopping site is clearly growing, but most purchases from online reviews, brand images and brands Trust. In this diffuser aims to know what influences the purchase decision is located in South Jakarta. Tokopedia Online shopping site was launched on 6 February 2009. The things behind the research due to the sale of customers on the Tokopedia online shopping site. For that the authors in this study took the variable Electronic Word Of Mouth and Brand Image because both variables are considered the most dominant in the phenomenon at Tokopedia online shopping site. The samples used were 250 respondents, with the sampling technique being purposive sampling. The analytical method used in this study is a non probability sampling method with research techniques in the form of Path Analysis.

The results showed that the Electronic Word Of Mouth and Brand Image were positively and significantly influential towards the Brand Trust and purchase decision. And Brand Trust as a significant intervening variable to the purchase decision.

Keywords : ***Electronic Word Of Mouth and Brand Image, Brand Trust, Purchasing Decision.***