

ABSTRAK

Judul : Pengaruh *Electronic Word of Mouth* dan *Website Quality* Terhadap Keputusan Pembelian di Situs OYO Rooms melalui Kepercayaan Sebagai Variabel Intervening

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Program Studi : S-1 Manajemen

Penelitian ini bertujuan untuk: meneliti, menguji dan mengkaji pengaruh *electronic word of mouth*, *website quality*, kepercayaan terhadap keputusan pembelian. Penelitian ini dilakukan melalui *customer* OYO Rooms. Sampel penelitian ini sebesar 195 orang. Data dikumpulkan langsung dari responden dengan menggunakan instrumen penelitian berupa kuesioner dan teknik analisis data menggunakan *analysis path*. Hasil penelitian ini membuktikan bahwa *electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian, *electronic word of mouth* berpengaruh signifikan terhadap kepercayaan, *website quality* berpengaruh signifikan terhadap keputusan pembelian, *website quality* berpengaruh signifikan terhadap kepercayaan, dan kepercayaan berpengaruh signifikan terhadap keputusan pembelian, kepercayaan bisa dikatakan sebagai variabel intervening walaupun lebih besar pengaruh langsung dibandingkan dengan pengaruh tidak langsung.

Kata kunci:

Electronic word of mouth, *website quality*, kepercayaan dan keputusan pembelian

ABSTRACT

Title : The Effect of Electronic Word of Mouth and Website Quality on Purchase Decision in OYO Rooms sites through Trust as an intervening variable

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This study aims to: research, test and examine the effect of electronic word of mouth, website quality, trust on purchase decision. This research was conducted by the customers of OYO Rooms. The research sample was 195 customers. Data is collected directly from respondents using research instruments in the form of questionnaires and data analysis techniques using analysis path. The results of this study prove that electronic word of mouth significantly influence on purchase decision, electronic word of mouth significantly influence on trust, website quality significantly influence on purchase decision, website quality significantly influence on trust, and trust significantly effect on purchase decision, trust can be said as an intervening variable even though it has a greater direct effect than indirect influence.

Key words:

Electronic word of mouth, website quality, trust, and purchase decision