

ANALISIS PENGARUH *ELECTRONIC WORD OF MOUTH*, *BRAND TRUST* TERHADAP *REPURCHASE DECISION* MELALUI *PURCHASE INTENTION*

(Studi Kasus Pada Konsumen Ella Skin Care Semarang)

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth*, *brand trust* terhadap *repurchase decision* melalui *purchase intention* sebagai variabel intervening. Populasi pada penelitian ini merupakan konsumen yang pernah membeli online Ella Skin Care di Semarang. Teknik pengambilan sampel menggunakan teknik metode *purposive sampling*. Teknik *purposive sampling* merupakan teknik penentuan sampel dengan berdasarkan kriteria-kriteria atau pertimbangan tertentu. Sehingga didapatkan sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa *electronic word of mouth* berpengaruh positif dan signifikan terhadap *purchase intention*. *Electronic word of mouth* berpengaruh negative dan signifikan terhadap *repurchase decision*. *Brand trust* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand trust* berpengaruh positif dan signifikan terhadap *repurchase decision*. *Purchase intention* mampu memediasi *electronic word of mouth* terhadap *repurchase decision*. *Purchase intention tidak dapat memediasi brand trust terhadap repurchase decision*.

Kata Kunci : *electronic word of mouth*, *Brand Trust*, *Purchase Intention*, *Repurchase Decision*

***ANALYZE THE EFFECT OF ELECTRONIC WORD OF MOUTH, BRANDT
TRUST ON REPURCHASE DECISION WITH PURCHASE INTENTIONAS
AN INTERVENING VARIABLE***

(Case Study at Consumers Ella Skin Care in Semarang)

ABSTRACT

This study aims to analyze the effect of electronic word of mouth, brand trust on repurchasing decisions with purchase intention as an intervening variable. The population in this study are consumers who have bought online at Ella Skin Care in Semarang. The sampling technique purposive sampling methods. Purposive sampling technique is a technique for determining the sample based on certain criteria or considerations. So as to get a sample of 100 respondents. The results of this study indicate that the electronic word of mouth have a positive and significant on purchase intention. Electronic word of mouth have a negative and significant on repurchase decision. Brand trust have a positif and significant on purchase intention. Brand trust have a positive significant on repurchase decision. Purchase intention can mediate the effect of electronic word of mouth and repurchase decision. However, purchase intention cannot mediate the effect of brand trust on repurchase decision.

Keywords: Electronic Word Of Mouth, Brand Trust, Repurchase Decision, Purchase Intention