

## ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis pengaruh *positif electronic word of mouth* terhadap *customer trust* dan minat beli serta dampaknya terhadap keputusan pembelian *online*. Populasi penelitian ini adalah seluruh masyarakat millennial di Kota Semarang yang berusia 17 sampai dengan 39 tahun. Sampel yang diambil sebanyak 100 orang. Sumber data yang digunakan yaitu data primer dan data sekunder. Metode pengumpulan data yang digunakan yaitu kuesioner. Teknik analisis yang digunakan adalah Regresi linier berganda dan uji Sobel. Hasil penelitian menunjukkan bahwa : *positif electronic word of mouth* berpengaruh signifikan terhadap *customer trust*, *positif electronic word of mouth* berpengaruh signifikan terhadap minat beli. *Customer trust* berpengaruh signifikan terhadap minat beli. *positif electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian *online*. *Customer trust* berpengaruh signifikan terhadap keputusan pembelian *online*. Minat beli berpengaruh signifikan terhadap keputusan pembelian *online*. *positif electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian *online* melalui *customer trust*. *positif electronic word of mouth* berpengaruh signifikan terhadap keputusan pembelian *online* melalui minat beli.

Kata kunci : *Positif Electronic Word Of Mouth, Customer Trust, Minat Beli, Keputusan Pembelian Online*

## **ABSTRACT**

*This study empirically examined wicth the effect of positive electronic word of mouth on customer trust and buying interest and consideration of online purchasing decisions. The population of this study is the entire millennial community in Semarang City, visited by 17 to 39 years. Samples taken as many as 100 people. Data sources used are primary data and secondary data. The data collection method used was a questionnaire. The analysis technique used is Multiple Linear Regression and Sobel Test. The results showed that: Electronic positive word of mouth had a significant effect on customer trust. The positive electronic word of mouth is significant for purchase intention. Customer trust has a significant effect on purchase intention. Positive electronic word of mouth has a significant effect on online purchasing decisions. Customer trust has a significant effect on online purchasing decisions. Purchase intention has a significant effect on online purchasing decisions. Positive electronic word of mouth has a significant effect on online purchasing decisions through customer trust. Electronic positive word of mouth has a significant effect on online purchasing decisions through purchasae intention.*

*Keywords : Positive electronic word of mouth, Customer Trust, Purchase Intention, Online Purchasing Decision*