

ABSTRAK

Studi ilmiah mengenai pemasaran ini dilakukan untuk mengetahui bagaimana pengaruh yang diberikan antara *electronic word of mouth* (EWOM), citra merek dan kepercayaan merek terhadap minat beli ulang busana muslim di toko *online* dengan subjek penelitian berupa para responden yang berdomisili di Kota Semarang. Populasi dalam penelitian ini adalah konsumen pengguna *online shop* di Fakultas Ekonomi UNISSULA Semarang. Sampel pada penelitian ini adalah para mahasiswa dan mahasiswi Fakultas Ekonomi UNISSULA yang berjumlah 100 orang dengan kuantitas tersebut didapatkan melalui penghitungan rumus slovin. Dengan menggunakan analisis data melalui SPSS diperoleh kesimpulan penelitian antara lain: (1) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap nilai kepercayaan merek konsumen. (2) *Electronic word of mouth* atau EWOM berpengaruh positif dan signifikan terhadap minat beli ulang. (3) Citra merek terbukti berpengaruh positif dan signifikan terhadap tingkat kepercayaan merek konsumen. (4) Citra merek terbukti berpengaruh positif dan signifikan terhadap minat beli ulang konsumen. (5) Kepercayaan merek terbukti berpengaruh positif dan signifikan terhadap minat beli ulang konsumen. (6) Kepercayaan merek mampu memediasi pengaruh positif antara *Electronic word of mouth* (EWOM) dan citra merek terhadap minat beli ulang konsumen.

ABSTRACT

This scientific study on marketing was carried out to determine how the influence exerted between electronic word of mouth (EWOM), brand image and brand trust on the repurchase interest of Muslim clothing in online stores with the research subject in the form of respondents who live in the city of Semarang. The population in this study were consumers of online shop users at the Faculty of Economics, UNISSULA Semarang. The sample in this study were 100 students of the Faculty of Economics, UNISSULA, with this quantity obtained through the calculation of the Slovin formula. By using data analysis through SPSS, the research conclusions are obtained, among others: (1) Electronic word of mouth has a positive and significant effect on the value of consumer brand trust. (2) Electronic word of mouth or EWOM has a positive and significant effect on repurchase interest. (3) Brand image is proven to have a positive and significant effect on the level of consumer brand trust. (4) Brand image is proven to have a positive and significant effect on consumer repurchase interest. (5) Brand trust has a positive and significant effect on consumer repurchase interest. (6) Brand trust is able to mediate the positive influence between electronic word of mouth (EWOM) and brand image on consumer repurchase interest.